

LIFE

LIFE AND WORK OF A DEBAUCHED GENIUS
THE INCREDIBLE MODIGLIANI
THE TENDERFOOT A-HUNTING GOES



CAT AND KIM NOVAK
IN FILM ABOUT WITCHES

NOVEMBER 24, 1958 **25** CENTS

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Bufferin acts twice as fast as aspirin for millions, even faster for many others.

This One



WTGY-FAB-X6Y1

MANKIND AT ITS BEST IN A DISPLAY OF ZEST

An irresistible quality of man, the individual, is his zest for life. It is this vitality which makes agreeable the crookedness of a successful rogue and illuminates the daily drudgery of a dedicated reformer. And it is zest for life which lends a special flavor to something as simple as an autumn day, spent afield in the company of a dog and a gun.



CURLEY IN HIS HEYDAY

This week we offer some cases in point.

On pages 23-29 we have a story about a young woman whose missionary husband was killed three years ago by the savage Auca tribe in Ecuador. In her own words and pictures Mrs. Betty Elliot tells how she has gone, with her 3½-year-old daughter, to live deep in the jungle among the very natives who killed her husband. People always wonder, Mrs. Elliot says, why,

after the first tragedy, she went to the Aucas at all. And she explains, quite simply, that for her the action is the next step in following the will of God. Setting about it, she is full of eagerness about every detail of her new, and dangerous, life.

James Michael Curley (p. 30), who died last week, started out as a poor Irish kid with the brass of a bandit and the charm of a leprechaun. He became a congressman, the mayor of Boston, a governor of Massachusetts. What did Curley really seek? Money? Perhaps he thought so. But he made a lot and gave most of it away. Success? He tasted it, but was out of office almost as much as he was in. Respect? He went to jail twice. In the end he will probably be best loved and longest remembered not for his accomplishments but for the infectious enjoyment he took in just being a spellbinding orator and a political wheeler and dealer.

The hidden riches of the deep, moldering in the holds of dead ships which strew the ocean floor, are calling more and more Americans down to danger and the chance of a rich reward. But as an article by Robert L. Schwartz (p. 136) explains, the men who go after it with everything from swim fins to bulldozers most often come back empty-handed. The excitement of the plunge itself, the challenge of pitting their skill against the elements is what keeps them going.

On pages 123 through 131 is another good example of the zest for living and doing things. This fall a bumper crop of hunters is taking to the woods. For them the lure is the look of a frosty upland morning, the sharp whir of wings, the smell of burnt powder. Their pay-off is not the fresh game in the freezer after the hunt, but the hunt itself. As one tenderfoot said afterwards, "We knew we had really lived."



PAINTER MODIGLIANI

Sometimes, to some perfectionists, the excitement of doing and living is too intense to bear. This can lead to tragedy, as

shown in the brief, fiery life of Amedeo Modigliani (p. 87). Seeking passionate self-expression in line and color on canvas, the young Italian somehow lost his bearings in the real world of daily living. He died in despair at 35, poverty-stricken, debauched by drink and women. But as a record of another kind of journey, he left us some of the great paintings of this or any century.



BETTY ELLIOT AND AUCA

COVER

Kim Novak as Gillian and a cat named Pyewacket are among the modern-day witches who star in a bright new movie version of *Bell, Book and Candle* (see pp. 66-69)

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LIFE, NOVEMBER 24, 1958
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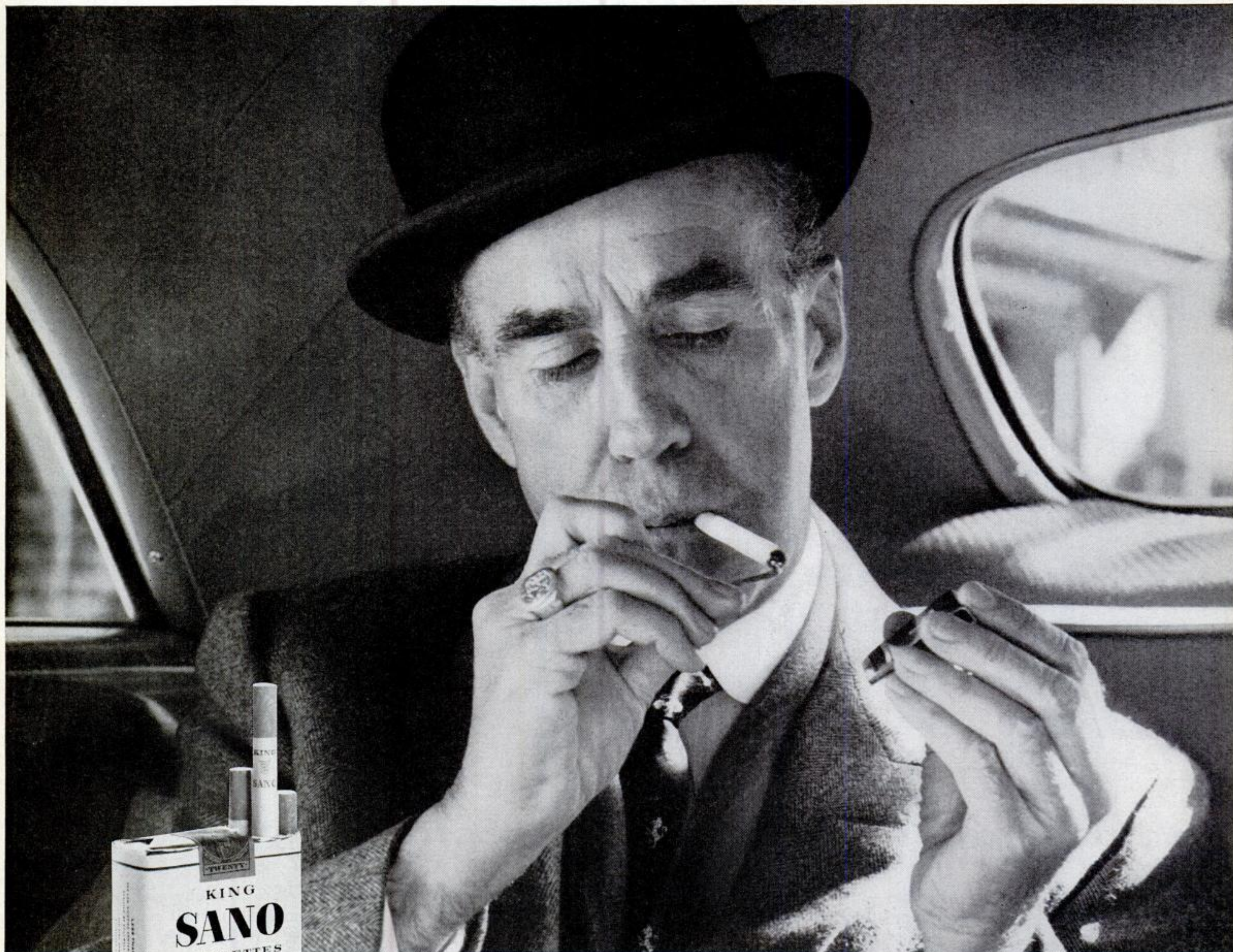
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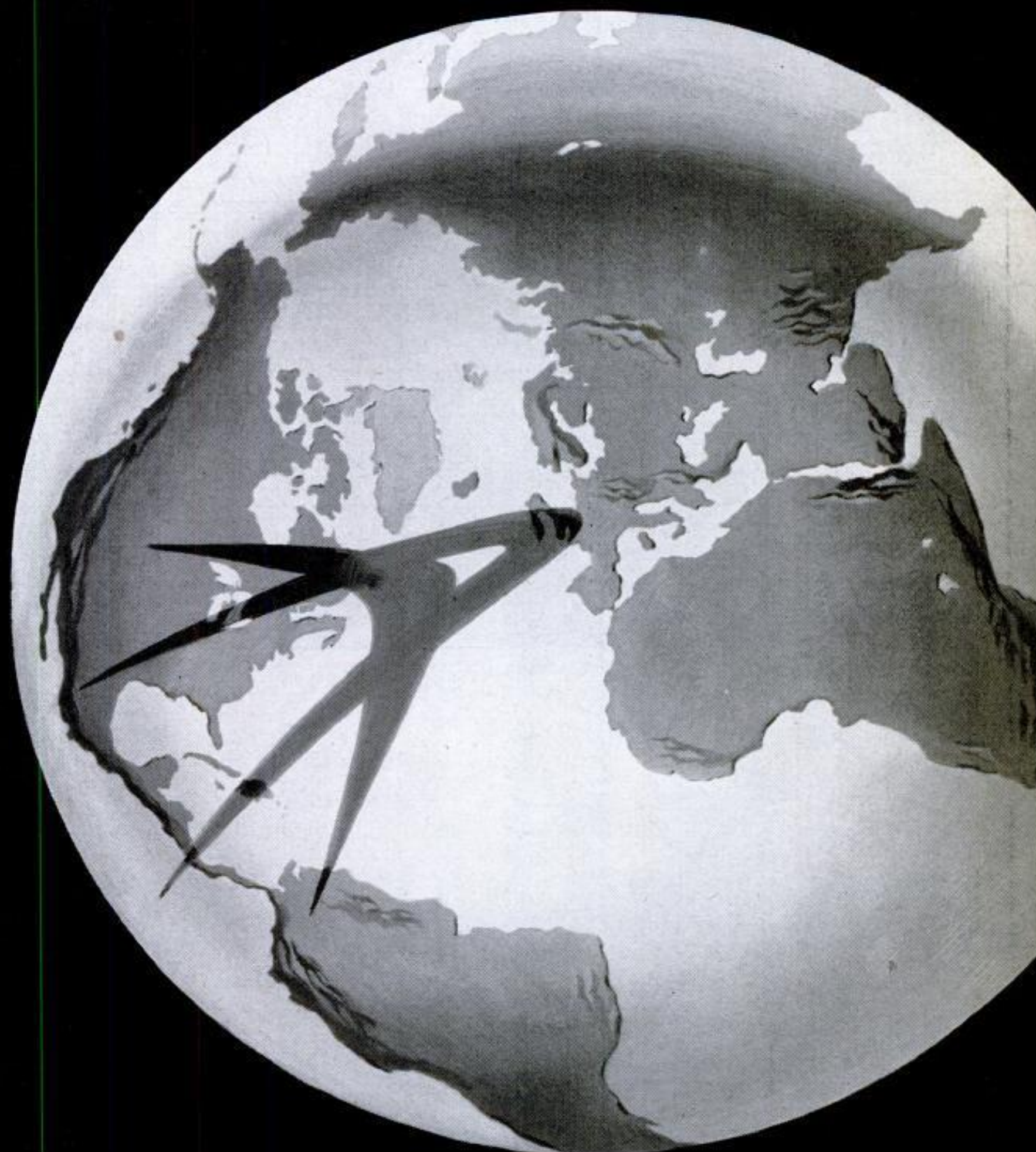


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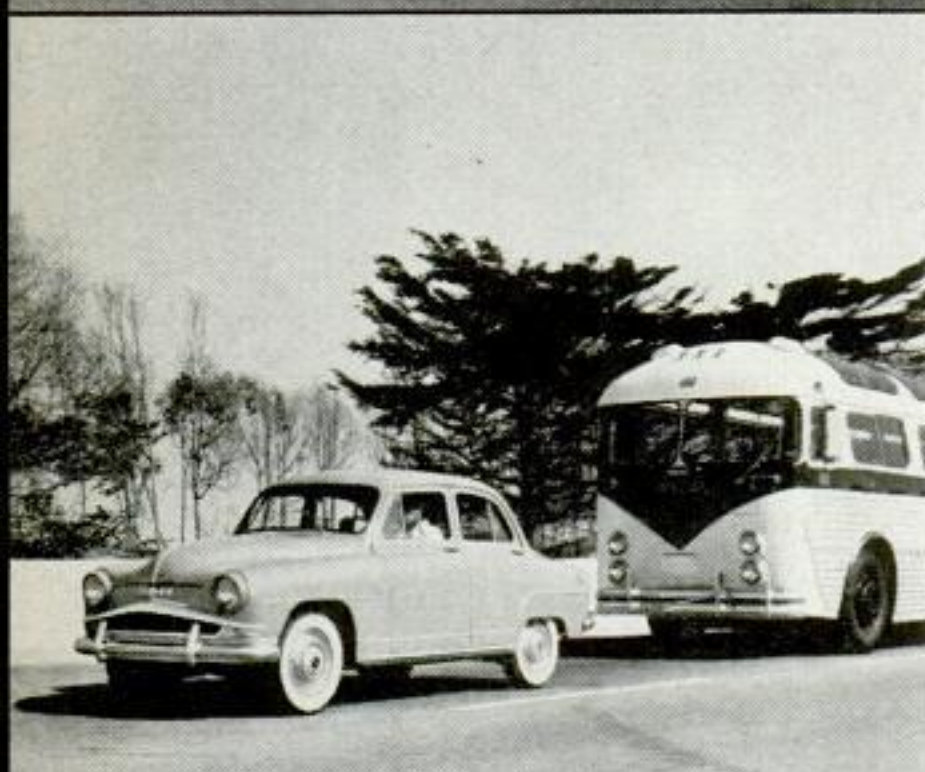
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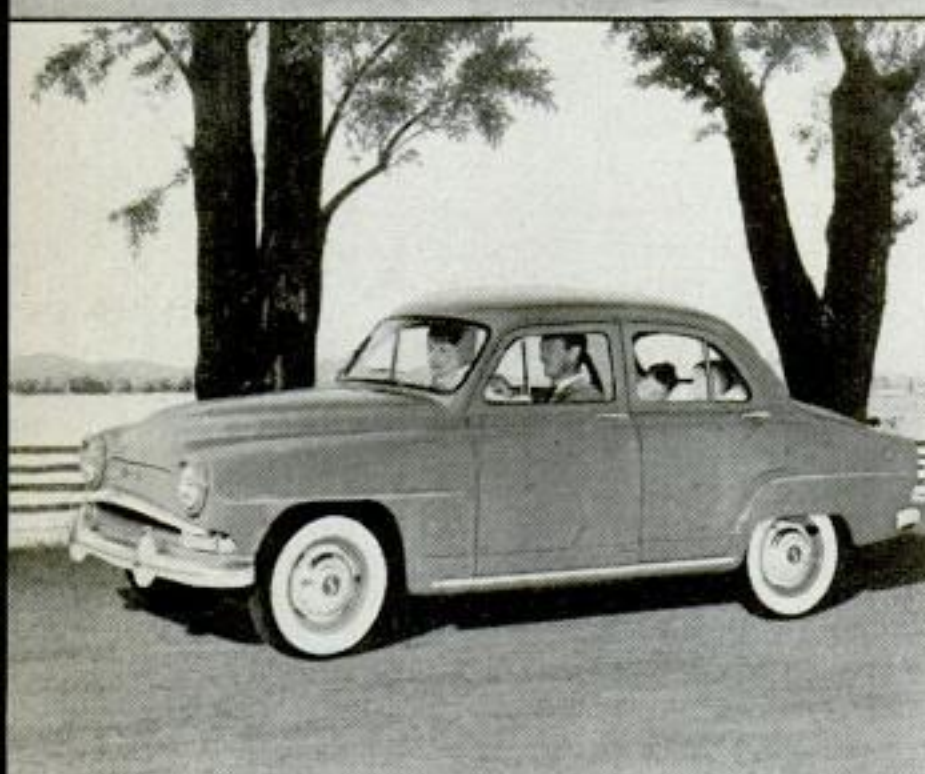
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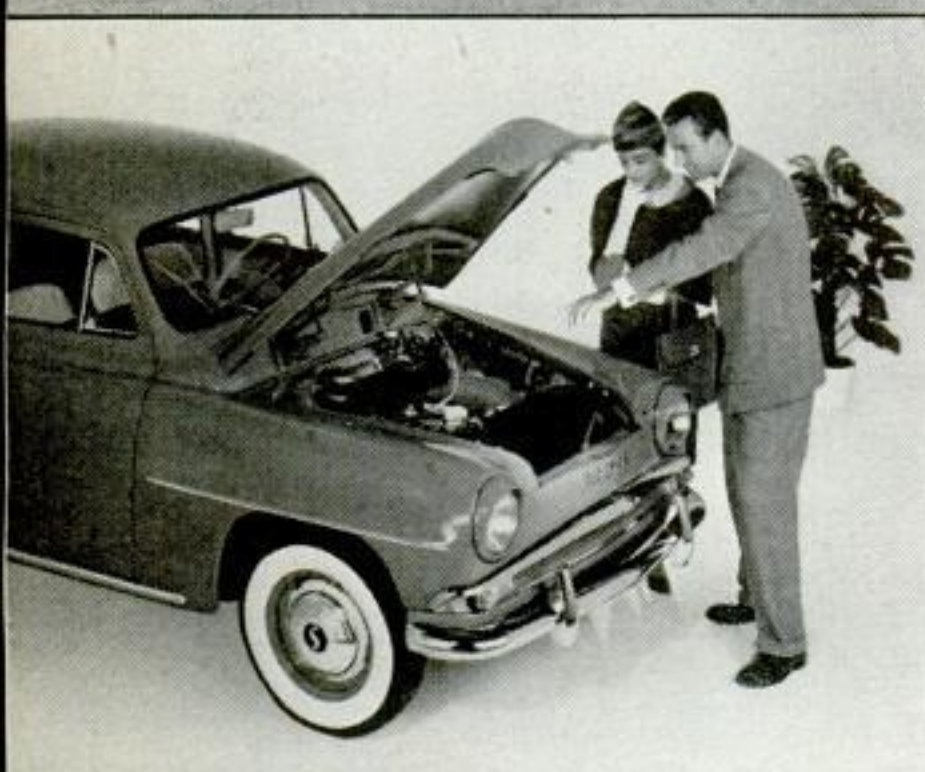
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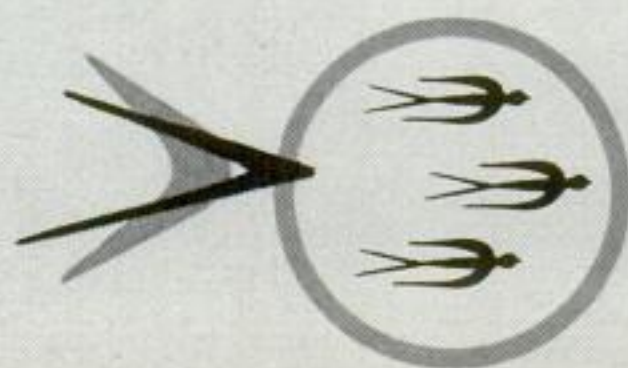
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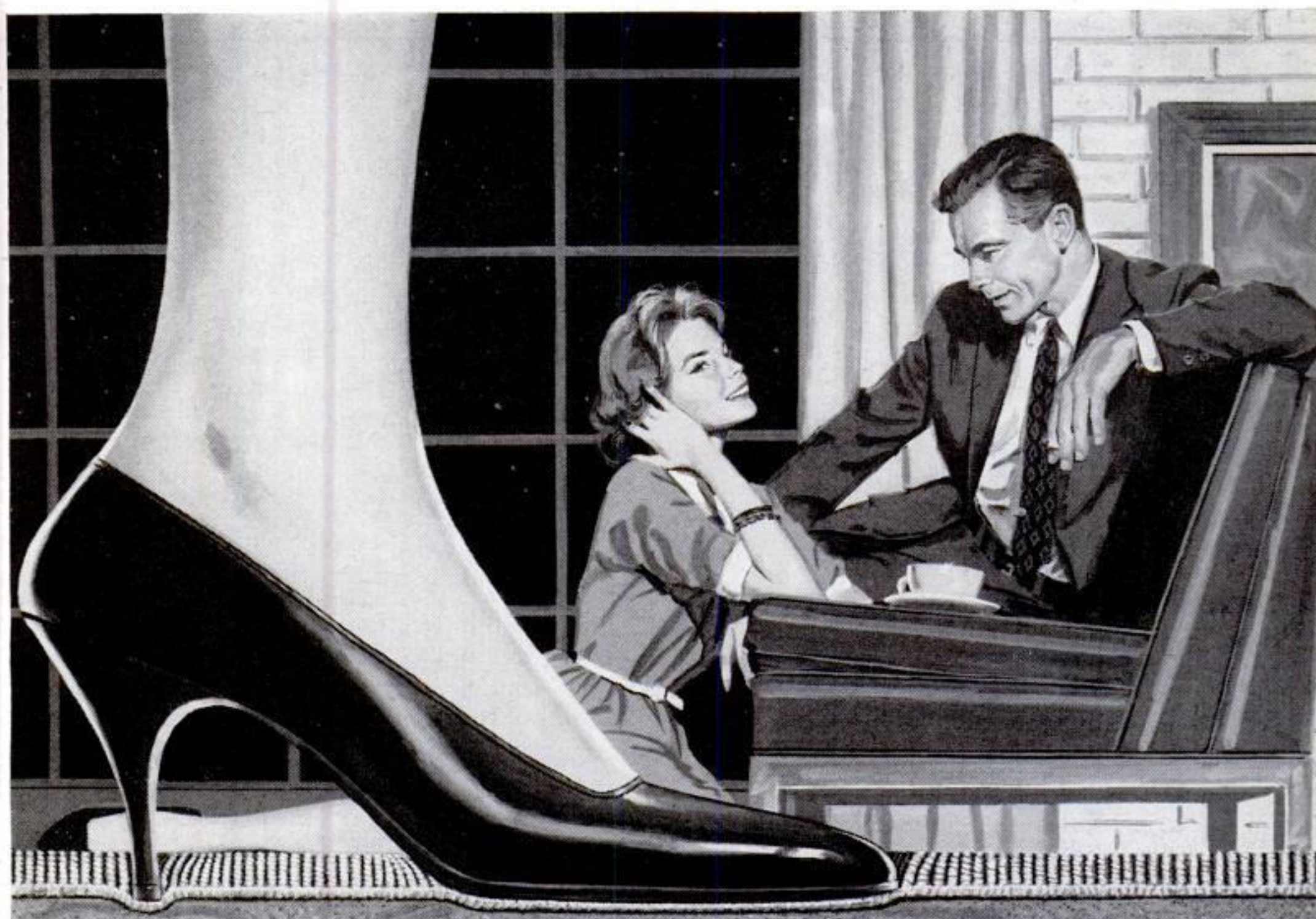


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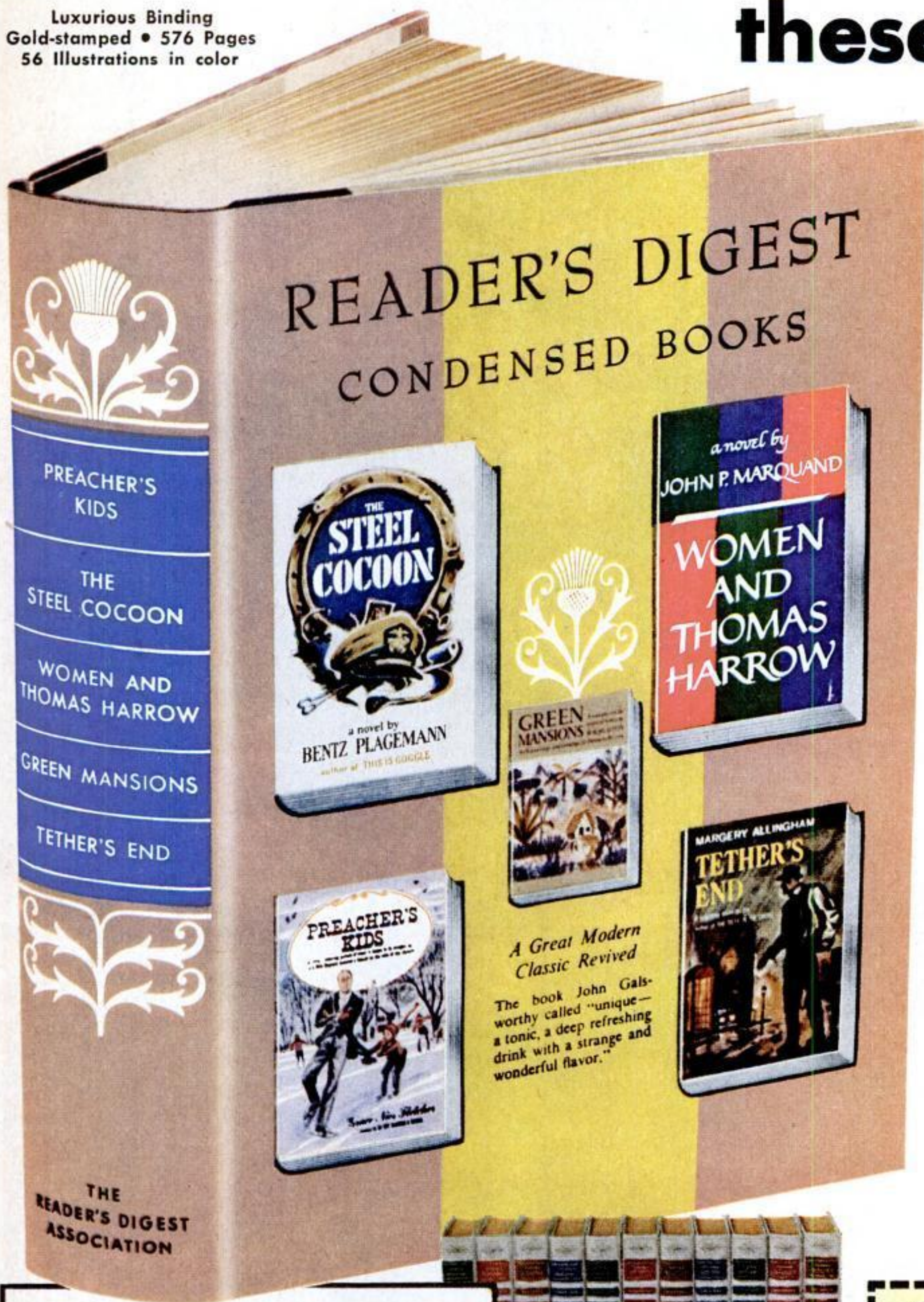
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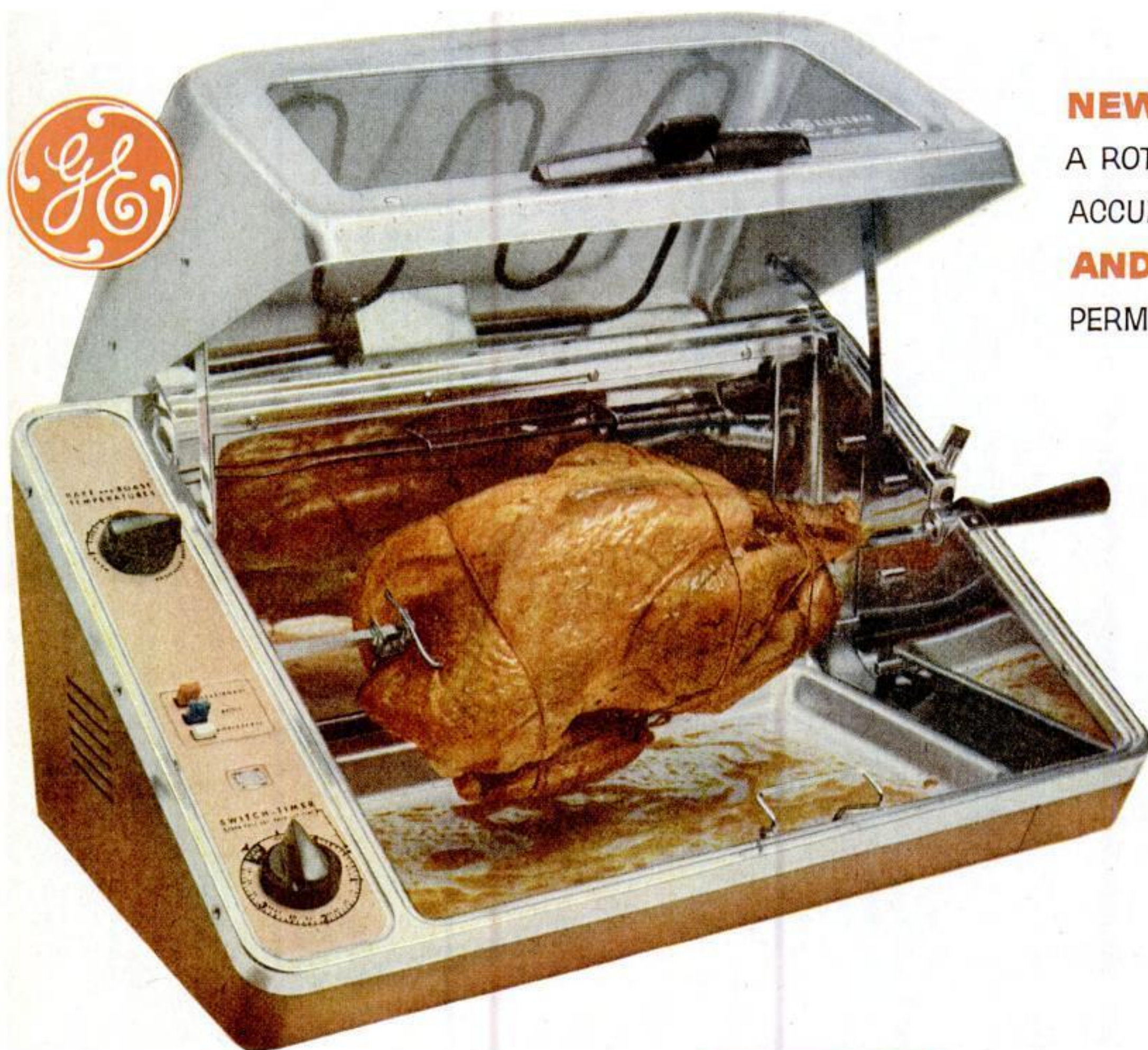
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FIERY BLIZZARD

Creating an incongruous winterlike scene in a time of fiery danger, the crash crew at New York's Idlewild Airport aimed a blizzard of thick, white, fire-snuffing foam at the burning

SPEAKING OF PICTURES

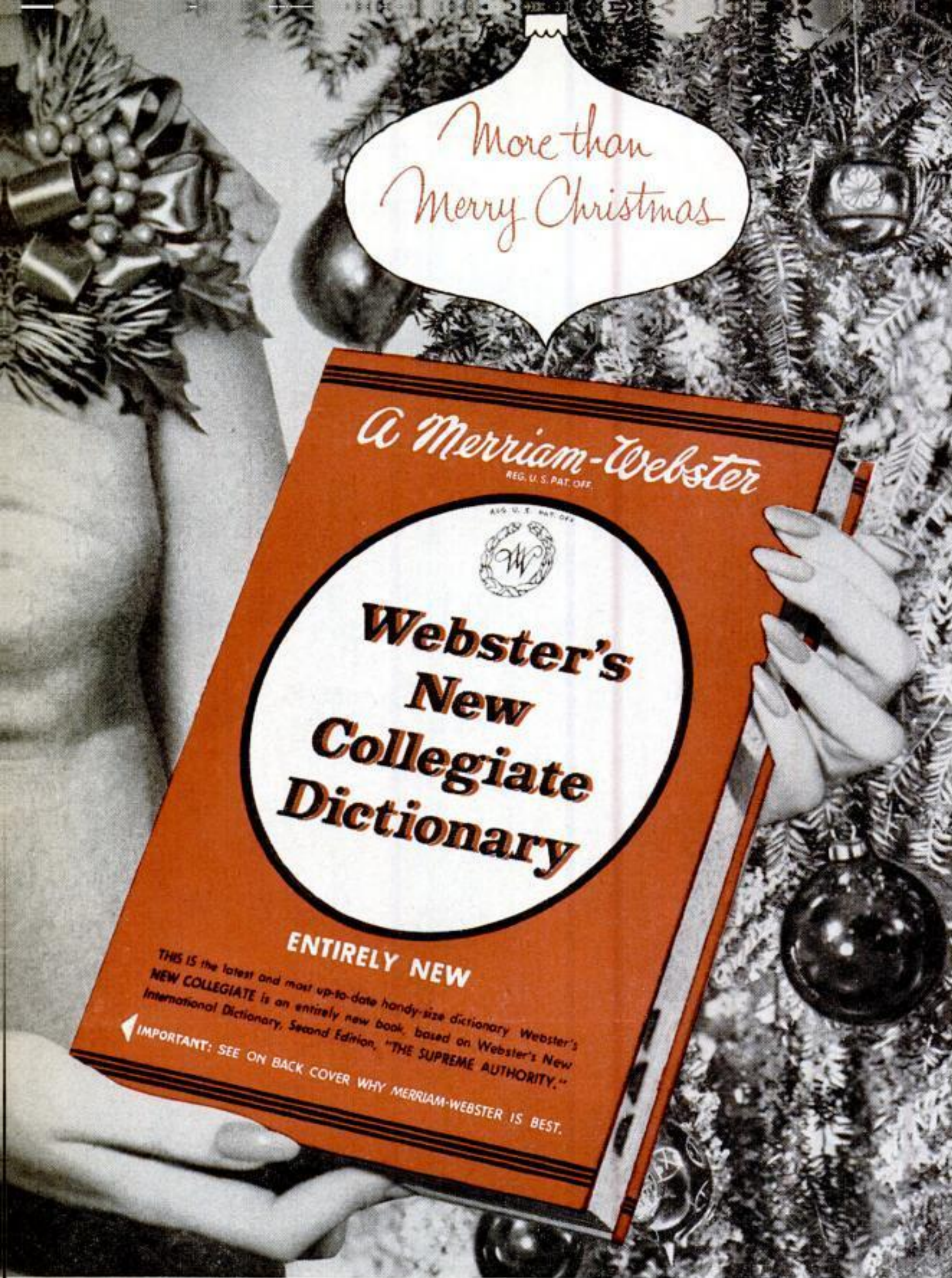


wreckage of a Trans-Canada Airlines Viscount.

Moments earlier, the Viscount, loaded with nearly six tons of fuel, had been parked on the runway, ready for boarding, when a huge

cargo plane faltered on take-off and came careening into it in flames. In seconds, firemen were on hand. And so was Photographer Cyril Morris, who had been working nearby. Morris

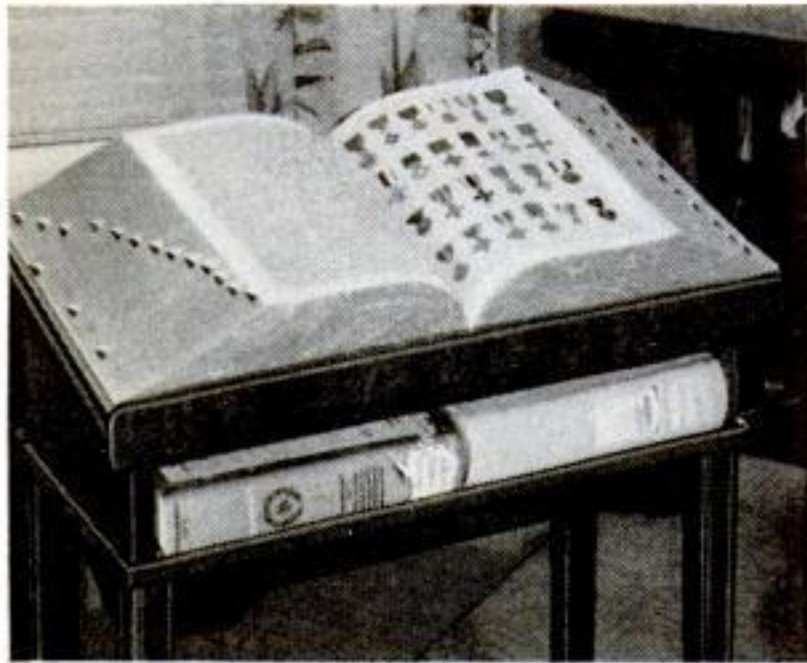
caught this remarkable picture of men making the storm of foam that kept the crash from claiming a single life and flames from spreading to terminal buildings only 20 feet away.



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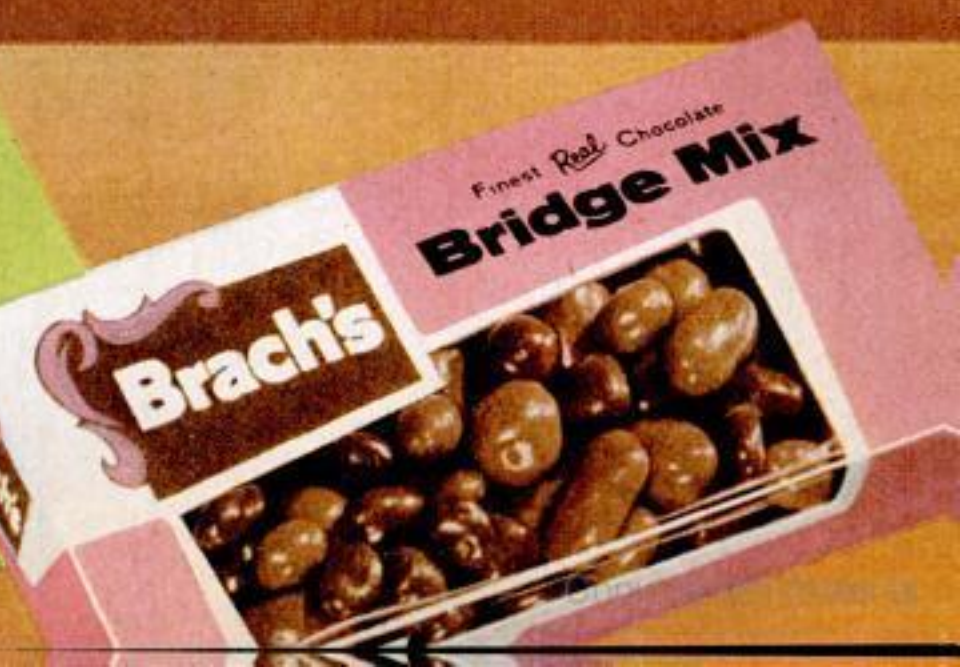
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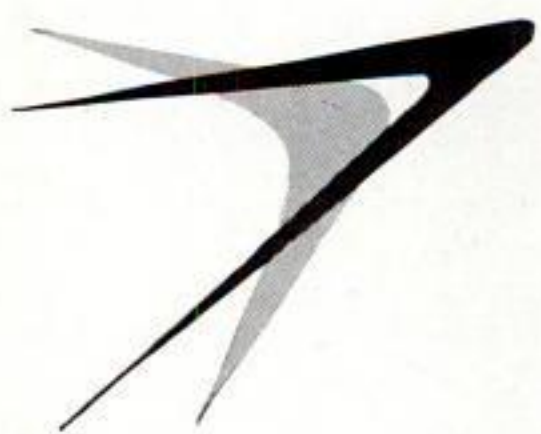
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LETTERS TO THE EDITORS

AGA KHAN

Sirs:

Thanks very much for a very warm and interesting story, "Khan of Harvard: a Warm, Happy Place" (LIFE, Nov. 3). One can well understand why this young man is so popular. With that catching smile—I found myself grinning back.

DOROTHY P. RAND

Elizabeth, N.J.

Sirs:

Did you realize that the student directory above the Khan's mailbox also lists a king and a shah?

J. BLAINE COTTER JR.
Lafayette, La.

● The shah is Muhammad Ramzan, Shah of Karachi, Pakistan. The king is Fan King, son of Ching King, a Washington businessman. The Handlin is Oscar Handlin, a Pulitzer prize winner. The historian has an office in the same building.—ED.



STUDENT DIRECTORY

THE LOST CLASS

Sirs:

Your brainwashing propaganda ("The Lost Class of 1959," LIFE, Nov. 3) pushing integration is an insult to readers who sincerely believe that segregation is right. Has it occurred to you that Little Rock and Norfolk pupils may think more of liberty and states' rights and other American principles than they do of getting an education?

The segregation-integration issue isn't something that can be settled by a nine-member court. It is a sectional issue—and I sincerely believe that the people of each section—be they right or wrong—should decide what's best for them.

TRAVIS WOLFE

Birmingham, Ala.

Sirs:

I am a sophomore at Granby High School in Norfolk. I would just like to say that the majority of kids want to go back to school at any cost, and that those opposed are very few.

RICKI GILBERT

Norfolk, Va.

Sirs:

If these students have completed so many years of training without learning tolerance or charity, then it is true they are better off not in school, for their education is absolutely worthless.

DORIS DARDEN

Charlotte, N.C.

Sirs:

I was one of the students you quoted in your story, but the quote is misleading. You say, "Sophomore Lynn Batten was the only one who would not return to an integrated Granby High. . . ." I did state that the Supreme Court, in my opinion, had no right to interfere in the state's public school system. Since I am a

sophomore, I am willing to remain out of school if any good will come of this action. I have been attending Granby High School, I have a great interest in Granby High School, and I plan to attend Granby when it opens, integrated or not. I do not refuse to attend an integrated Granby.

LYNN BATTEN

Norfolk, Va.

● When a vote was taken students who would go to an integrated school rather than no school at all were asked to raise their hands. Lynn Batten was the only one who did not.—ED.

HYPNOSIS

Sirs:

I wish to commend you for pointing out the dangers and drawbacks of hypnosis ("Hypnosis," LIFE, Nov. 3) as well as the many advantages of this amazing tool.

R. J. HABERN, D.D.S.

Allentown, Pa.

Sirs:

Your naive article on hypnosis leaves some points unmentioned. The article, written from the standpoint of medical doctors, pictures lay hypnotists as villains. The sorry story is that medical men crucified the founders of modern hypnosis: Dr. Mesmer, Dr. Braid and Dr. Esdaile, just to mention a few.

G. WHEELER

Los Angeles, Calif.

Sirs:

I read the article during the very late hours of the night. When I finished reading I felt more at ease than if I had had a full eight-hour night's sleep.

ARTHUR MURRAY AIBINDER

New York, N.Y.

TROPIC INSECTS

Sirs:

The picture of the Blue Morpho butterfly in your article ("Darwin's World of Nature, Part III," LIFE, Nov. 3) made me very happy. I have a pair of these wings under glass in a little gold dish. No one has ever believed real butterfly wings could be so beautiful.

MRS. ROBERT M. WAIDLEY

Erie, Pa.

Sirs:

A few years ago I took a course in life science at Santa Ana J.C. At that time, I rebelled bitterly at Darwin's theory that protective coloring in animals was due to accidental mutation followed by environmental selection. I felt that everything in life takes place according to a master plan. I felt that "nature," or a Supreme Being, had created many creatures with this ability of camouflage in order to protect them from their predators.

Somehow the two theories have come to terms within me, and I no longer beat my head against the wall.

RUTH L. GIBSON

Santa Ana, Calif.

INDIA'S HIGH DAM

Sirs:

In your article, "India Builds a High Dam in the Himalayas" (LIFE, Nov. 3), you observe, "For Indians the big dam is a symbol of their hope in the future," without perhaps knowing that the same big dam is the foreshadow of a potential source of ruin to millions of Pakistani farmers whose livelihood depends solely upon the perennial flow of the Sutlej River. This is a large international river rising in Tibet, traversing a relatively short length in India, then flowing through the large and extremely fertile plains of West Pakistan, where it provides irrigation water to millions of acres through diversion dams. River water in arid West Pakistan (annual rainfall about 10 inches) is life blood for thousands of communities.

BASHIR A. MALIK

Chicago, Ill.

● The Indus, of which the Sutlej is a tributary, supplies 46 million Indian and Pakistani farmers with a source of livelihood, but ever since the partition of British India in 1947 the two nations have been unable to agree on a division of the water. Last month General Mohammed Ayub Khan, new military dictator in Pakistan, threatened to resort to war if India withholds too much water.—ED.

OBJECTS BESPEAK A NEW POPE

Sirs:

In your story on the preparations in Rome for the election of the Pope you showed three different-sized white robes made for him. The robe in the middle has 26 buttons and the other two robes have 27 buttons. Did someone err?

SUZANNE HOLLINGSHEAD

Riverton, N.J.

● No one erred. The robes were made by different tailors and they had different ideas about proper button spacing.—ED.



DIFFERENT-SIZED ROBES AWAIT SELECTION OF POPE

PHONY RED TALK

Sirs:

Your article ("Red Talk Stirs Up a Crowd," LIFE, Nov. 3) recalls to my mind a radio speech I heard by Bill Chenoweth Jr. four years ago. His identity was not revealed until the end of his 15-minute talk on the "advantages" of the Soviet Union. Being a loyal and contentious high school debater at the time, I, of course, was up in arms.

When the hoax was disclosed at the end of the program, I laughed myself silly.

DOLORES BONSE

Pueblo, Colo.

Sirs:

Regardless of what we in America may think of the Soviet Union's objectives and its methods of achieving them, such perverse forms of entertainment can serve only to promote greater misunderstanding and increased tension between East and West.

LOUIS C. STAMBERG

Cambridge, Mass.

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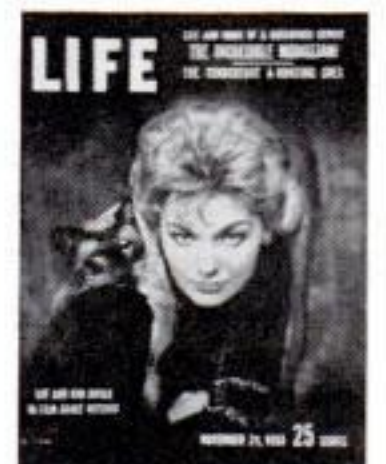
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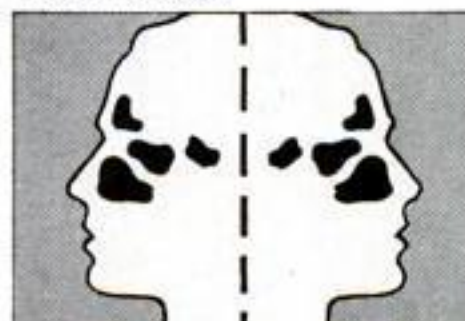
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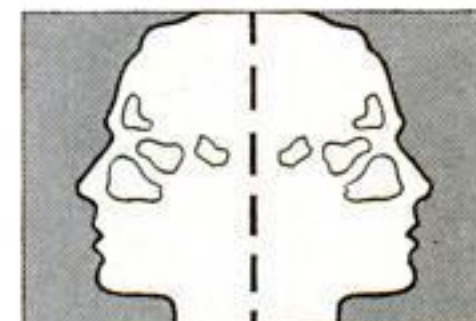
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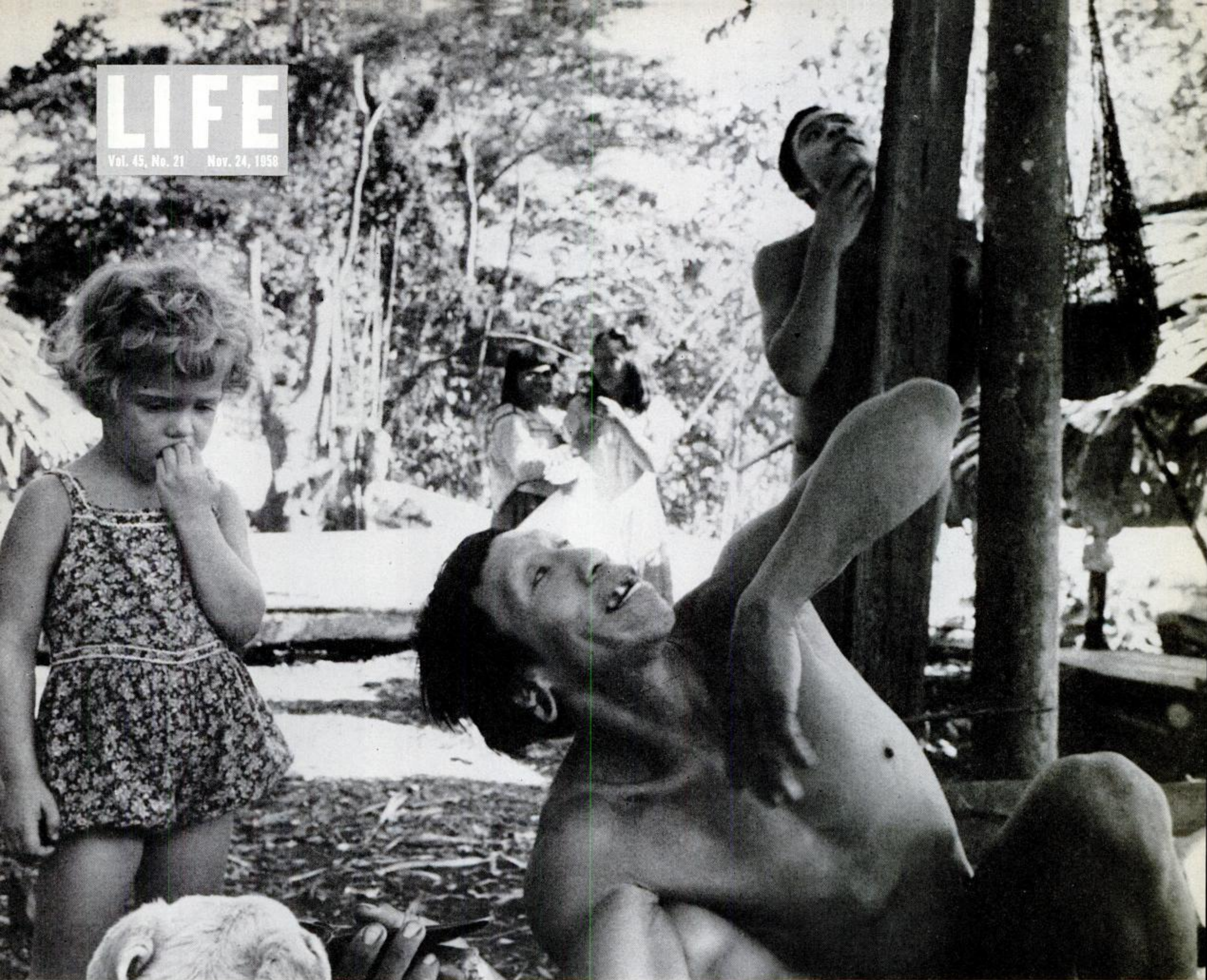
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LIFE

Vol. 45, No. 21 Nov. 24, 1958



IN THE AUCAS' JUNGLE VILLAGE, LITTLE VALERIE ELLIOT STANDS PENSIVELY BY AS GIKITA, ONE OF HER FATHER'S KILLERS, GETS SET TO THROW STICK AT MONKEY

CHILD AMONG HER FATHER'S KILLERS

MISSIONARIES LIVE WITH AUCAS

This is the third—and most remarkable—chapter in the story of the lives and deaths of five Protestant missionaries. The story began just three years ago when five men landed by plane on a jungle beach in Ecuador near the Stone Age Auca Indians, with whom any meeting had hitherto meant death. The five made friends with a few Aucas—and died on the Indians' spears (LIFE, Jan. 30, 1956). Then their wives, undaunted by the tragedy, took over their husbands' work (LIFE, May 20, 1957). Now one of them, Betty Elliot, 31, with her daughter Valerie, 3½, and Rachel Saint, 44, sister of one of the martyrs, have made new contact with the Aucas and are living among the very men who killed the five.

There was nothing impulsive about their act. They based their duty on the Bible, sought guidance from constant prayer and learned the Auca language. Now they hope to live for years with the Aucas, teaching them the Gospel. But danger is ever present. As Betty Elliot says in excerpts from her diaries (pp. 26, 27), there is constant threat of attack by an enemy "downriver" group. And, as in the past, welcome by the Aucas is subject to swift change. Says Betty from their midst, "To these simple, laughing forest people, killing five men was little more than routine."

WARMLY WELCOMED TO TRIBE, BETTY ANSWERS THEM IN AUCA TONGUE →





AT MISSIONARY OUTPOST, before the girls got their invitation to visit the Auca tribe, Valerie's

childish gaiety helps win the confidence of Mintaka, an Auca woman who had timidly left her village.

THE WAY TO THE AUCAS IS HARD WON

The obstacles that lay between the girls and the Aucas were infinitely greater than the rivers and jungles that lay between the Indian village and the missionary outpost. The biggest problem that Betty Elliot and Rachel Saint faced was how to make friendly contact with the suspicious tribe. They got their chance one year ago when two Auca women named Mankamu and Mintaka, goaded by curiosity, suddenly emerged from the jungle. Then for 10 intense but lonely months Betty lived with the women—nicknamed "M and M"—in the rude huts of the friendly Quichua Indians.

Hour after hour Betty and Rachel struggled to learn the Aucas' language from the torrent of nasal sounds. And hour after hour they worked to win the friendship of M and M. They found the Aucas unimpressed by nearby missionaries' radios and electricity. But Valerie was as unimpressed by the Aucas' savage looks. Soon she was romping with Mintaka (*above*) and the key to friendship was found.

When they left for the Auca village (*pp. 26, 27*) there was strong evidence that where five men failed, the defenseless goodness of two dedicated women and a child might succeed.





STUDYING AUCA WORDS, Rachel Saint (*left*) and Betty cross-check cards from their vocabulary files amassed during years of study of complex language.



LISTENING TO LANGUAGE, Betty Elliot, with her pencil poised over her notebook, tries hard to puzzle out the bewildering sounds uttered by Mintaka.



CUTTING HAIR, Betty Elliot trims Mintaka's bangs while Mankamu looks on. The Aucas normally cut their tough, wiry hair by chopping at it with a shell.

MOTHER TELLS OF POISON DARTS, EATING



AUCA ENVOYS who invited Betty and Rachel to visit tribe make friends with Valerie at missionary

post. Their obvious friendship was backed by news tribe was building houses anticipating their coming.

I AM writing in a tiny leaf-thatched hut on the Tiwaenu River, not far from where my husband Jim Elliot and four other missionaries were killed by the Aucas in 1956. In another leaf house a few feet from me sit two of the seven men who killed my husband. Gikita, one of them, has just helped my 3½-year-old daughter Valerie roast a plantain. Now Val is singing *Jesus Loves Me* to a group of Aucas, while two of Gikita's sons have gone into the forest with their blowguns and poison darts in search of meat to feed us.

How did this come to be? Only God, in whose hand is every living thing, could have done it. In the past three years things have simply moved a step at a time.

TODAY breakfast was the forearm and the clenched fist—with its drawn white skin and black nails—of a monkey. Not bad, except for the very penetrating flavor of burnt hair. Last night Gikita and his sons brought in five monkeys and two birds. Gikita's wife Mankamu thrust the animals one after another into the fire till their thick fur burned itself into sizzling, popping balls, the limbs crumpled up in seeming paroxysms of pain, and the dead, manlike faces gaped in agony. Then into the pot they went, while everyone sat and jabbered until chow time. When the meat and plantains were ready, we all sucked and tore away. It is quite impossible to *bite* monkey flesh—you simply clamp your incisors on it and tear.

Everybody grabs all the food he can. The sound effects (smacking, sucking, tearing and munching) are fantastic. It's all over in about three minutes. When the men rise from their haunches, the women lick up whatever remains and they scatter into the twilight. No one has said a word—"help yourself," "thank you" or anything. Then the fires are fanned, highlighting the ragged silhouettes of leaf huts, hammocks are strung and quiet settles in. The toads and frogs, crickets and cicadas start in, with the occasional hornlike call of an owl and once the panting of a nearby puma.

On some nights there are hours of singing. The Auca men sit with solemn gaze, hands clasped in front of chest, and chant in three parts—a single minor chord, unvaried through literally hundreds of repetitions of a seven-beat phrase. The words may change every 40 times or so, but not the rhythm or the music. It is hypnotic.

Val keeps happy with the horde of kids. She is, of course, in her element in an Indian setting. She would far rather drink their stringy, lumpy banana drink than milk and seems to sleep every bit as soundly on bamboo as on a mattress. She plays in the river whenever anyone goes down to fish, bathe or wash pots. She hacks away at trees with a machete, fans fires, twists fibers, strings beads and generally makes an Auca of herself except for the language.

Little by little Rachel Saint and I are trying to sow seeds of the Word. But mostly we are still tuning ourselves in to the Aucas, trusting the Lord for wisdom beyond our own.

Yesterday afternoon it rained and blew hard. I saw again how sensibly the Aucas have adapted to their environment. We will not be able to live comfortably unless we copy them, which I have tried to do except in the matter of dress.

BURNT MONKEY—AND HYMNS

by ELISABETH ELLIOT

Of course the rain blows straight through the house. What does one do? One blows up the fire, hangs up one's few possessions in a carrying net under the ridgepole and stretches out in the hammock. You get wet, naturally. It doesn't matter. The fire keeps you warm and afterward dries out your hammock.

The Indian still has the advantage over us—his possessions are only a blowgun and darts, a few clay pots, a fish spear and net, a hammock, a basket or two. They do not include camera, radio, tape recorder, notebooks and clothes which must be kept dry. But what he does have turns out to be practical. The fire that warms me at night is almost underneath my hammock. I can add wood without budging from my bed, and during the day the hammock makes a wonderful contour chair where I can read, write, cook and sleep. Val dozes off in the hammock at night, then when I come to bed I put her on the bamboo below me.

The series of steps

GOD moves in a mysterious way His wonders to perform." When the five men were killed, the question most often asked was "Why did they go in there in the first place?" I suppose the same question will be asked of my entrance into the tribe—with the addition, "What further proof of the nature of the Aucas did she need? They killed her husband. . . ."

I did not come because I thought it would be "safe" or for any other reason such as "carrying on my husband's work." The sole reason is my belief that it is simply the next step in a series of steps that God wills.

After the five men died, the pilots of the Missionary Aviation Fellowship continued making gift drops to the Aucas. At the Limon Cocha base of the Summer Institute of Linguistics, Rachel Saint patiently kept on with her study of the Auca language with the help of Dayuma, an Auca woman who left her tribe about 12 years ago. In Shandia, at the post, I continued the work among the Quichua Indians which Jim and I had shared. I prayed for the Aucas, and asked that God would prepare whatever servants He had chosen to reach them.

Then last November when I was visiting the missionary outpost of Arajuno, I met the two Auca women, Mintaka and Mankamu. I spent months learning every Auca word I could, since otherwise I would be of little use even if I could somehow reach the Auca villages. It was painfully slow. Meanwhile I prayed constantly that the Lord would take us into their tribe. One day they began to speak of returning. They asked, "And will you go with us, Ikari?" Ikari—"woodpecker"—is the name they had given me.

"What about my child?"

"She will go too. We will carry her."

"Will we live well?"

"We will live well. You will take your needle [hypodermic] and help the sick people. We will live well."

"Will your people love me?"

"Ikari! You are our mother! We will go like this [embracing me]. We will say, 'This is our mother. She is good. We love her.'"

"But your people speared my husband. They will spear me."

"Ikari! Your husband was a man. You are a woman."

From a human standpoint the reasons all seemed convincing. But it would have to be the clear will of God. The next morning my Bible reading fell in Nehemiah 9: "Thou art Lord alone. . . . Forty years didst thou sustain them in the wilderness so that they lacked nothing."

I am aware that Scripture may be found to "prove" almost anything. I am also aware of the Lord's promise to guide us, if we will but trust Him. So once again I placed myself in His hands.

In September, Dayuma, Mintaka and Mankamu returned to their people. After three weeks they came to the post with seven other Aucas, bearing an invitation for Rachel and me to go and live with them in their tribe.

The first day we arrived at the Auca settlement Val just sat down on the log where Mankamu's brother Kimu was squatting and stared and stared. Then she said, "Mama, who is that? Is that my daddy? He looks like a daddy." Somehow in her child mind she had associated the Aucas and Daddy—though I never told her till a few days ago that the Aucas had killed her father. I waited till she had met several of them and then explained that these men had killed Daddy. She just said, "Oh." She says her prayers for them and for the others she knows by name.

The Aucas say they killed the five men only because they thought they were cannibals who had come to kill them. So they ambushed them by the river and killed them immediately. Fear led them into what they now consider a mistake.

THE fundamentals involved on Jan. 8, 1956 were far, far more important than the death of five young men or the future of this small tribe of Aucas. Letters from many countries have told how God has stirred hundreds of men and women through the example of five who believed literally that "the world passeth away . . . but he that doeth the will of God abideth for ever."

Here, at the moment, we seem to have made a successful entrance. But I often think of the Tylees in Brazil. They entered the tribe, lived among them happily for about two years, and one day—due apparently to a minor misunderstanding—the Indians simply wiped out the missionaries. Mrs. Tylee was thought dead but later regained consciousness to find her husband and baby and several helpers dead.

For our part, Rachel and I rejoice at the friendliness of all the Aucas we have met in these first memorable weeks among them. Some of them have asked to hear about God. It seems a very natural thing to be here, though when the dogs bark at night one wonders what is just beyond the clearing. Rachel reports that one night when the dogs barked, Gikita shouted "tiger!" and sprang to his feet from the mat as if he were a tiger himself.

Tigers are not all the Aucas have to fear. Besides the 25 or so Aucas we have now met, there is a large "downriver" group which is their mortal enemy. Our friends here fear the downriver people exceedingly. Under the rules of tribal rivalry an attack from downriver may be expected any day. Will God also lead us there?



DEADLY SPEARS, all taken from the body of one Quichua Indian killed by Aucas, are stacked in row.



INTO AUCALAND Valerie is carried on back of a Quichua Indian, one of six who made three-day trek.

AUCAS' STONE AGE LIFE IS SHARED IN A TINY JUNGLE CLEARING



IN JUNGLE HOME of Betty and Valerie, a leaf-thatched roof without walls, little Val crouches on

the bamboo floor eating yuca stew. On the floor behind her is her doll, her only U.S.-made toy.



WITH AUCA FRIENDS, Mankamu (*left*) and Kimu, Valerie sits on tree trunk, fascinated by their animated talk. Kimu, brother of Mankamu, was one of seven Auca men who killed the five missionaries.

AT AUCA VILLAGE all hands watch missionary plane. Betty is at left center of group, Rachel at right rear. Since plane has no place to land, it regularly drops supplies, picks up objects by basket on rope. →







POLITICIAN INCARNATE, Curley as mayor in 1947 exuded satisfaction and cigar smoke at dinner.



IN EARLY DAYS, Curley at 38 campaigned for mayor with derby, raccoon coat in Boston's First Ward.



RIDING HIGH, Curley as the newly elected mayor led St. Patrick's Day parade on horseback in 1914.

THROUGH THE NIGHT, THE SADDENED AND THE CURIOUS SHUFFLE PAST HIS BIER FOR A LAST LOOK AT JAMES MICHAEL CURLEY AS HE LIES IN THE HALL OF





NATIONAL FIGURE, Curley in 1932 broke with Al Smith to back F.D.R., with whom he later fell out.



FACING PRISON for fraud, Curley went to court in wheelchair, pleading ill health, but got jail term.



LAST PICTURE taken on the day before he died, showed Curley with doctor, gaunt but optimistic.

FLAGS OF THE MASSACHUSETTS' STATE HOUSE



LAST OF THE GREAT BOSSES CLOSES HIS CAMPAIGN

"I plan to live to be 125," James Michael Curley of Boston once said, "so I can bury the enemies I have left." But last week as flamboyant Jim Curley lay dead at 83, few enemies remained to shed mock tears. Friends there were, and by the thousands they shuffled through the Hall of Flags where he lay in state. It was a role he would have loved: the improper, low-born Irishman receiving a final tribute that no Beacon Hill Brahmin could hope to better.

He was the last of a breed, the big city boss. He had outlived Ed Kelly, Frank Hague and Ed Crump. He had been alderman, four times mayor, four times a congressman, once governor of Massachusetts and twice a convict.

His power and popularity were built on small charities, Christmas baskets, jobs, handouts.

Meeting a toothless crone on the street, he liked to say, "A woman needs only two things, money and beauty." Handing her a silver dollar, he added, "Now, my dear, you have both."

The legend he became will outlive him (*next page*). A Boston newsman once called him the ablest public administrator in the state's history and added, "He has one blind spot—he's a thief." Jailed for mail fraud during his last term as mayor, he returned from prison to a thunderous ovation. And he boasted that in his first five hours back at his desk, he found jobs for 60 deserving friends.

Times—Jim Curley's times—changed, and his last tries for the mayoralty were unsuccessful. He called his final illness "just another campaign," but he lost that one, too.



THE FAMILY GATHERS at the bier. From left are Curley's son George, his widow Gertrude, stepsons

George and Richard Dennis. Another son is Jesuit Father Francis Curley. Seven other children died.

MEMORIES OF JIM AND SAD LAST HURRAHS

"The only people who are the real friends of Curley," said a Boston politician last week, "are the little people." As one hundred thousand of them filed past Curley's bier, it was their recollections that gave the true flavor of the man.

"You know, Spencer Tracy plays him in that picture about his life," said one woman, referring to *The Last Hurrah*, whose hero, Frank Skeffington, bears a remarkable resemblance to Curley. "He's a darling, and when he dies on the screen, I was sorry he was dead." The woman paused and took a breath. "And now it's true."



"UP-UP" KELLY

Many remembered a vast catalogue of personal favors: "My husband lost his job and Curley gave him another," one woman said. "He got my child a bed in the hospital," said one elderly man. "He got me an apartment in a housing project after we were evicted from our home," said another.

But it was not the small political favors that many people talked about when they thought back over the Curley days. What they remembered, with nostalgic affection, were the moments when Curley lived up to his reputation as the most colorful politician of his era.

Major Arthur O'Leary of the Massachusetts state police recalled an incident that took place in 1935, when Curley was serving his only term as governor and O'Leary was his bodyguard. Curley's motor cavalcade, which usually sped everywhere on the governor's trips around the state, slowed up one day for an obstruction in the road. A man called out, "There goes Curley, on his way to kill somebody." At this, O'Leary remembers, Curley jumped from the car, punched the man in the nose and, before he climbed back in, said in his ringing voice, "That will learn you, sir, to keep your mouth shut when I pass."

A bartender remembered one campaign in which a politician Curley did not admire was running for Congress. During a long harangue to an audience one night the man said, "I

want my wife to be the wife of a congressman." Curley, sharing the platform and growing impatient to speak himself, leaped to his feet and interrupted: "Then why don't you drop dead and let her marry one? Now, ladies and gentlemen . . ."

"Up-Up" Kelly, 79, was almost cheerful, recalling the great days. "Up-Up" used to have the job during campaigns of preceding Curley into a hall and shouting to the audience, "Up! Up! Everybody up for the governor!" His red, round face glowed with admiration and pleasure as he told of the time a group of deaf mutes failed to rise at his thunderous plea—only to have Curley himself enter and deliver an impassioned speech in sign language.

Perhaps Curley's only weakness as a campaigner was that he sometimes got too impassioned and put his foot in his mouth. During one campaign, Curley's advisers got so worried that they assigned a man known as "Danny the Coat Snatcher" to protect him from his own eloquence. Danny sat on the speaker's platform, and whenever the mayor showed signs of working himself up to a politically unfortunate remark, Danny would lean forward and interrupt by yanking Curley's coattail.

Bald, gaunt Mike Ward, long a power in local politics, observed and admired Curley for almost 40 years. Known as "The Professor," Ward last week analyzed the greatness and the weakness of his friend:

"The people loved him as the sow's ear, not as the silk purse. But that wasn't enough for him. He wanted to be kind of an intellectual, but he was playing the sun field there and couldn't always see the ball."

"He was a bad politician in some ways. He could hurt people forever with his sarcasm, and he fought the newspapers. But the whole city idolized him. It was he who made the era. When they name something for him, it will be nothing small like a school. My guess is that they'll take the Massachusetts Turnpike and will name it after James Michael Curley."



MIKE WARD



THE MOVIES' CURLEY, "Skeffington," is played by Spencer Tracy (second from left), surrounded

by entourage wearing hard hats, in *The Last Hurrah*. The movie is now, appropriately, playing in Boston.



OUTSIDE THE CATHEDRAL, THE WATCHERS, SOME





TEARFUL, GATHER (ABOVE) AS THE CORTEGE ARRIVES. LATER, OTHER MOURNERS (BELOW) STAND SADLY BY AS JIM GOES TO HIS REST IN MT. CALVARY CEMETERY



RITUAL MURDER IN IRAQ

THE SPIRIT OF ADVENTURE

MEN WANTED. Major journey, long hours, challenging work, extreme danger. Possible fame. Reply Box 118, *The Times*.

Such an ad appeared more than 50 years ago in the classified section of the *London Times*. The man who placed it was Ernest Shackleton. He used it in his attempts to select the men who accompanied him on his successful expedition to the Antarctic.

Responding to a challenge is the heart of the human experience. The free adventurer, amateur or professional, can score a triumph of the human spirit even in seeming failure. Certainly a good attempt is fascinating to others of his fellow men—a fascination *LIFE* is always happy to document, whether the attempt is a struggle with nature or (as in the case of John Richardson—see right) with human wants or suffering.

The times we live in have not been kind to the adventurous spirit. Few frontiers can still be tackled by lonely individuals. A major effort such as IGY or the conquest of Everest involves complexities of government, of finance and of organization. Projects today are passed on by committees—sound, well-advised, prudent—and dull. But there is as much need as ever of the adventurous individual spirit, and even signs of its renaissance. Americans, some of them anyway, are abandoning conformity-for-conformity's-sake. There may be a growing feeling that the Old Individual Try against long odds is not necessarily stupid but possibly a commendable, maybe even a noble, objective.

Look at Shackleton's advertisement again. He was talking about a particular expedition, but what he said applies to life itself. Hasn't he written something that might be put on every baby's crib—as a job description of the journey ahead?

In Iraq the other day a man named Fadhil el Jamali was condemned to death by a military court. Dr. Jamali is a distinguished man in his country and in world politics. A onetime schoolteacher, he worked unsparingly to give Iraq a modern education system. He served, also, as prime minister, foreign minister and long-time delegate to the U.N., where he was both popular and respected. His "crime" was that he "insulted" Nasser, organized a plot against the "friendly" nation of Syria and squandered public funds for his own purposes.

These charges are about as honest as the court which made them and judged them, in a shabby "trial" that amounted to ritual murder. Dr. Jamali did not plot against Syria—although he had every good reason to do so. He was notably honest, possibly the most honest politician in his country. The small professor's house he lived in and his modest scale of life were at sharp variance with the offices he held. The idea of sentencing a man to death for "insulting" Nasser, proprietor of the world's second most foul-mouthed propaganda machine, would be laughable if it did not involve an innocent man's life.

The fact is that Dr. Jamali was served up as a victim to Communist and Nasserite sentiment by the jittery regime in Iraq, now

hard put to invent enough bread and circuses to amuse the disparate elements which brought it to power. He makes a good victim because, at the risk of his prestige and power, he steadfastly warned his fellow Arabs and fellow Moslems that Nasser and Khrushchev were both false prophets.

He said this at the Bandung Conference in 1955, and in later sessions of the U.N.—and the extremists never forgave him. He was equally unsparing, when the occasion demanded, in criticizing the West for its "too little and too late" policy in dealing with the modern Arab revolution. But he never lost sight of the difference between the West's essential democracy and Soviet nihilism. It is deep irony that one of the few Arab statesmen who denounced the Russian butchery in Hungary should be marked for the same fate as Imre Nagy.

Iraq's revolutionary Premier Abdul Karim el Kassem must now pass on Dr. Jamali's sentence. We ask him to reverse the harsh verdict of his court, and, at least, to reduce Dr. Jamali's sentence to the nominal one normally given unsuccessful Middle Eastern political leaders. If he does not do so we must conclude that the voice of the wild Baghdad mob, inspired alternately by Communists and Nasserites, is now the voice of Iraq.

'PEOPLE TO PEOPLE' IN ACTION

The Communist boss of Poland, Mr. Gomulka, went to Moscow to cement his uneasy relations with Khrushchev; result, a joint blast against U.S. "imperialism," etc. The statement will make strange reading when Washington gets Poland's next request for U.S. aid (about \$98 million this year). Like Tito's government, Poland's is hard to do business with and easy to get sore at.

But the Polish people are another matter. Deeply Christian, fiercely independent and basically pro-West, they put up with Gomulka because he represents their geographical necessities, not their political sentiments. The right American approach to Poland is to all but ignore Gomulka's remarks while maintaining all possible contacts with his people. Here is the kind of contact we mean.

Soon after the bloodless Polish revolution of October 1956, a self-starting young Wall Streeter named John Richardson Jr. began to hear about the crying shortage of modern medicines in Poland's grossly mismanaged economy. He got up a committee of private citizens who saw both the humanitarian and the political point of helping to sustain Polish morale in a tough time. With help from other private organizations who had contacts in Poland, notably CARE, Richardson made three trips to Poland and finally won the agreement of the Polish government to

accept and distribute American medicine as a gift, clearly labeled as such, from the American people. The American people in this case, also prodded by Richardson's committee, are chiefly some 20 pharmaceutical manufacturers who have contributed more than \$2 million worth of drugs, including 900,000 polio vaccine shots.

The impact of this common sense generosity on the Polish people has been terrific. To the accompaniment of grateful newspaper headlines, more than two million Polish schoolchildren are getting polio shots this fall. For the free vaccine stimulated the Polish government to buy five million additional shots from U.S. sources. As a result more Polish kids are getting vaccinated than Russian kids. (There is practically no vaccine in the other satellite countries.)

Other individuals besides Richardson deserve credit for this project, too many to list here. It was no easy job to raise the contributions, arrange for their delivery and get the Communist government to concede safeguards for their nonpolitical use. These men did it, however, and on their own, with the approval but not the assistance of the U.S. government. We hear a lot these days about "people-to-people" diplomacy. This Polish Medical Aid project (address: 25 Broad St., New York) shows what it consists of.

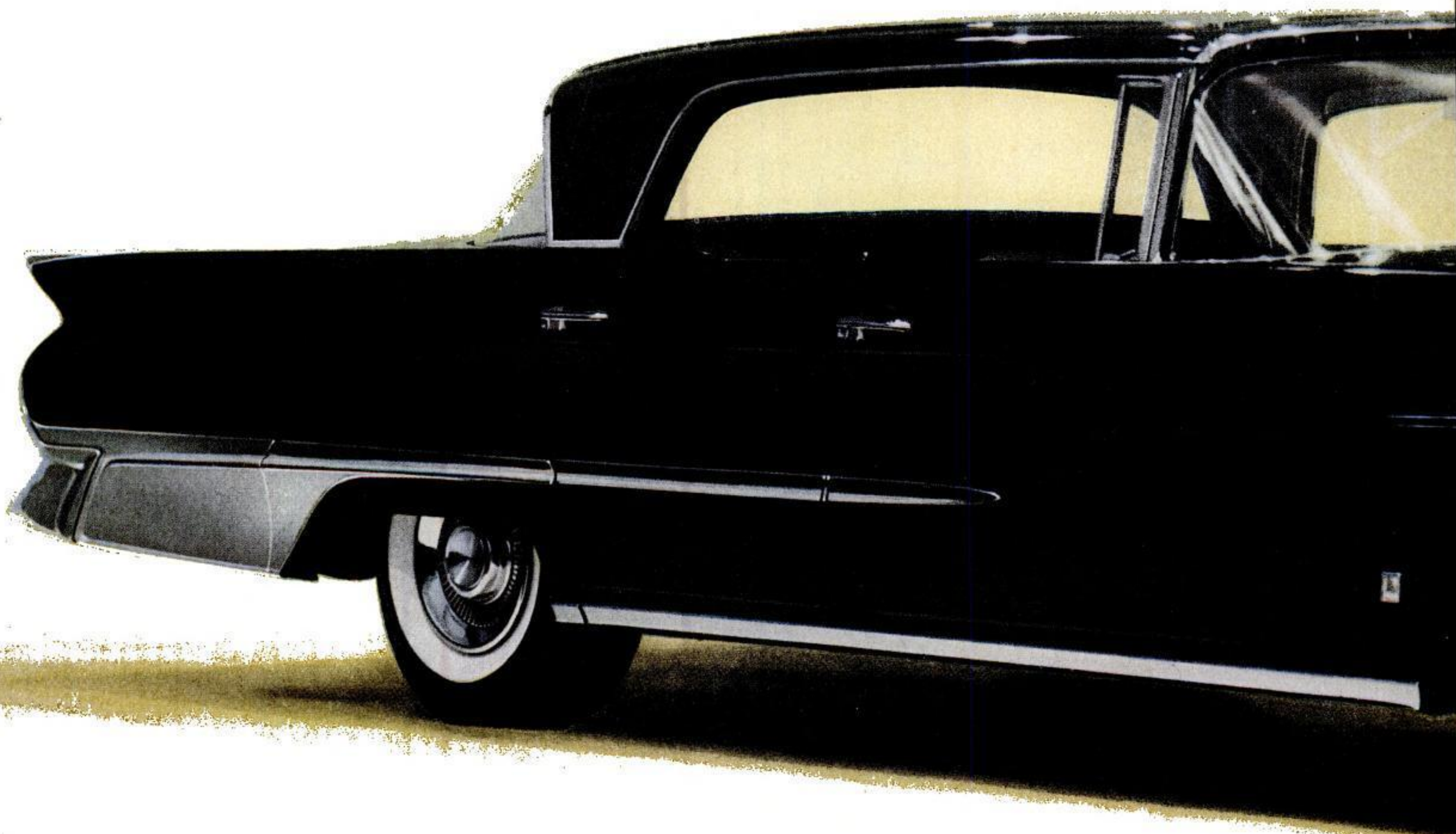


Have you had your soup today?

For a man-sized appetite, here's a steaming bowlful of hearty eating! Campbell's Vegetable Beef Soup, with healthy chunks of fine lean beef, prize Campbell vegetables, heartening beef broth. And it's just one of 21 Campbell's Soups, every one delicious! Quick, too! 4 minutes. Thrifty! Less than 7¢ a serving. How easy for everyone to have the happy habit: Once a day . . . every day — SOUP!



Campbell's
Vegetable Beef
Soup gives
you Vitamins,
Proteins . . .
Minerals, too!



The Lincoln Premiere Landau

MOST DRAMATIC DEBUT OF 1959: NEWEST EDITION OF THE LINCOLN LOOK

A masterpiece at rest... A miracle in motion

Once again a new and magnificent Lincoln makes its dramatic debut.

To be sure, the lineage of its glorious past is apparent—struck beautifully into metal and glass. But there is more, much more, new to see, to feel, to behold.

Here, indeed, is the timeless Lincoln Look with classic lines. It is this ageless look that makes it such a practical investment now, and worth so much more for all the years its owner cares to command it.

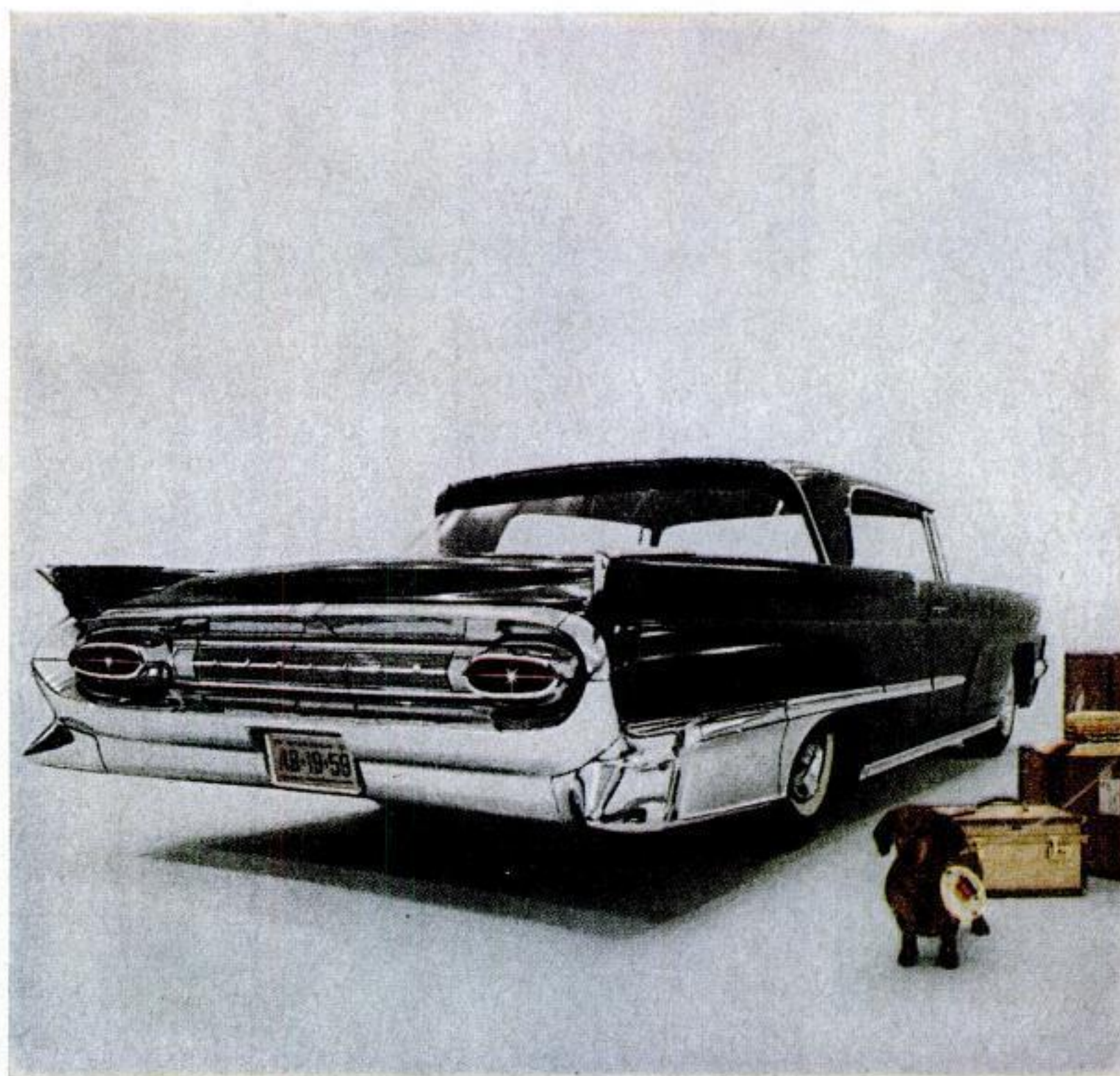
It is reassuring, as well, to know that Lincoln for 1959 shares its impressive dimensions, appearance and construction with no other motorcar. While other 1959 cars share their body components with lesser makes, Lincoln, alone, remains completely original.

Lincoln's expansive interiors are reminiscent of the great limousines of the past, but finer by far. In truth, no other car is so wide and deep and comfortable inside. And, of course, the soft glove leathers and specially loomed fabrics make it recognized at once as the world's most handsomely appointed automobile.

Impressive power and stalwart safety go hand-in-hand in the Lincoln. Tight driving situations are mastered with incredible ease, while the unique uniframe construction brings a new stability, safety and silence to motoring.

If you yearn for the distinctive, yet wish to invest shrewdly, the new Lincoln must inevitably be your motorcar choice for 1959.

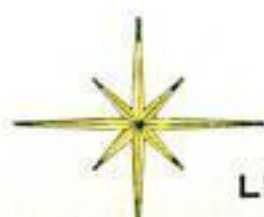
Classic beauty—unexcelled craftsmanship... **THE 1959**



Lincoln interiors are unbelievably luxurious, restfully silent, wonderfully comfortable, the most handsomely appointed of any car.

The long, sweeping Lincoln lines belong unmistakably to Lincoln, alone. They are beautifully pure, completely original — and totally unshared with any other car in the world.

LINCOLN LOOK



LINCOLN DIVISION, FORD MOTOR COMPANY



60 SECONDS
WITH

SATURA

STARTS A
YOUNGER LOOK



Five instant aids to youthful radiance from one great moisture cream.

1. Special elements catch dew from the air to shield against drying by wind and weather.
2. Estrogenic hormones help protect against age lines and sallowness with deep, under-surface moisturizing action.
3. Humidifying formula works directly toward a young and creamy smoothness.
4. Vitamin A guards against flaking indicative of a dry or aging skin.
5. Special emollients slow evaporation from the skin to counteract the lines of age.

Smooth on dewy, pink Satura every night, and use it regularly under make-up. Disappears instantly, starts working instantly. Cream \$3.50 and \$5. Lotion \$5. In Canada, too.

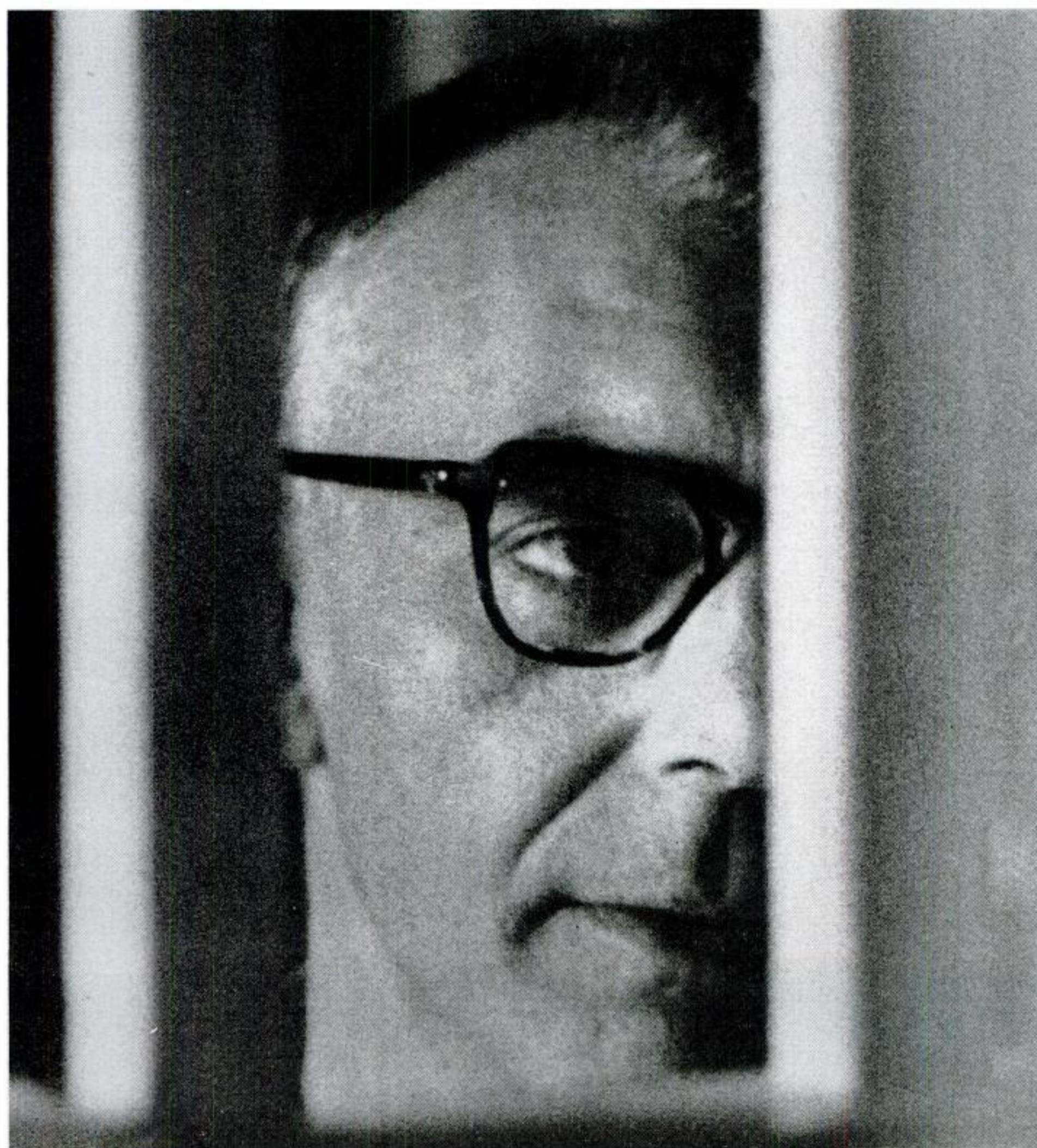
For beauty the modern way...

Dorothy Gray



SEATED IN STATION WAGON THAT TOOK HIM TO DEATH, LABOR ORGANIZER ALFRED DUGAN TALKS TO STRIKERS AT CHESTER CABLE CORP. BEFORE SHOOTING

A MANAGEMENT-LABOR DISPUTE ENDS IN DEATH



JAILED EXECUTIVE, quiet, respected Malcolm White peers between bars of Orange County jail after his arrest on a charge of first-degree murder.

When a New Jersey labor organizer named Alfred Dugan went into action in peaceful Chester, N.Y., Malcolm White, president of the Chester Cable Corporation, was so upset he couldn't sleep for three nights. White's plant, which makes cables and electrical wire, was already organized, but with layoffs frequent and wages low, dissatisfied workers invited Dugan to start a more active union. Dugan had organized a nearby plant and the union had been taken over by Jimmy Hoffa's thug-infested Teamsters. And he had a long police record including narcotics and bank robbery convictions.

The crisis came when White fired five insurgent workers. A wildcat strike ensued. Then White arrived at the plant and got in an angry argument with Dugan. White jumped in his car and Dugan followed. The cars stopped down the road and both men got out. As Dugan (who was unarmed) approached, he had, White says, his hand in his pocket as though holding a gun. White drew a pistol, fired seven shots and Dugan fell dead. White drove back to the plant and calmly told his workers, "Dugan won't bother you any more. I just shot him."

DUGAN'S SUCCESSOR, labor organizer Louis Las-
ky of Long Island, came to Chester before shooting, took command of organizing effort after Dugan died.





THE PRINCE AND THE COMMONER

Watching a tennis match in Japan, Crown Prince Akihito, 24, sat next to Michiko Shoda, also 24, as rumors spread that he planned to defy tradition and marry her. If he does, Michiko, daughter of a manufacturer, will be the first empress in 2,600 years who has not come from the nobility.



AN INTERNATIONAL INCIDENT

In Rome after a rowdy party at which Turkish belly dancer Aichè Nanà (above) bared more than just her stomach, Italian authorities threatened Aichè with a three-year jail sentence and asked the party's wealthy American host, Peter Howard (arrow), to leave Italy or be thrown out. He left.

A LOOK AT THE



STUDENTS WITHOUT A SCHOOL

In the mining town of Osage, W. Va., Principal James Twigg called his students together to assign them emergency classrooms after an explosion wrecked the junior high school. Osage, with a population of 900, about 250 of them Negro, had been integrating since 1955 without incident.



WORLD'S WEEK



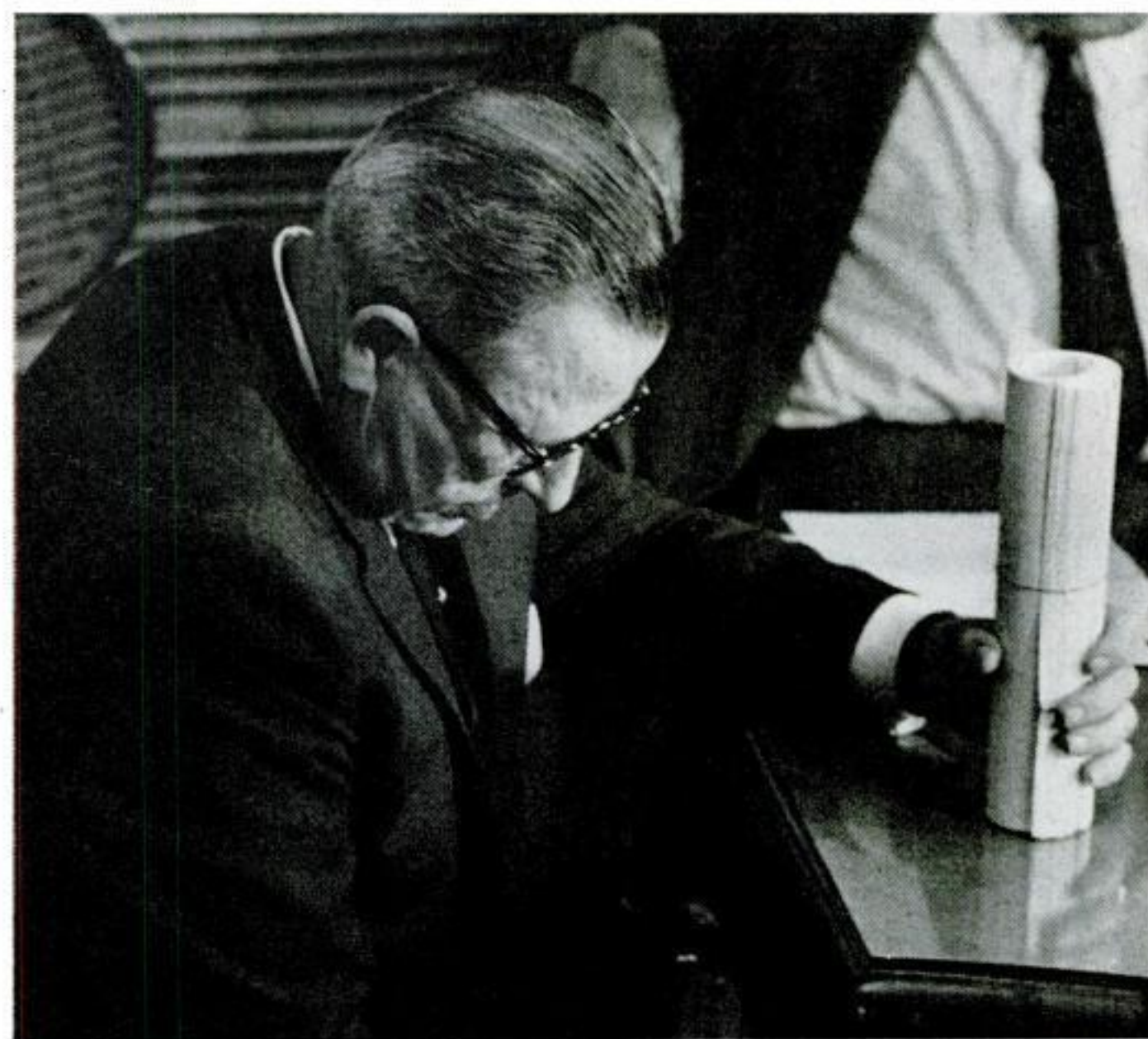
TO FOOTBALL GAME ON FOOTPOWER ↓

Five Princeton students went to the Princeton-Yale football game the hard way. They pedaled 130 miles from Princeton to the Yale Bowl on a bicycle built for five. The trip, which was plagued by broken chains, steering troubles and rain, took 27 hours, but it was worth it. Princeton won, 50-14.



TYRONE POWER'S LAST ROLE

Tyrone Power, 44, a versatile actor and a great swashbuckler, was making a movie with Gina Lollobrigida (*above*) in Madrid last week. As King Solomon, he had just fought a duel over Gina, the Queen of Sheba, when he collapsed with a heart attack. He died before he reached the hospital.



END OF A JOB IN LITTLE ROCK

In Little Rock, Ark., School Superintendent Virgil Blossom, who has tried to bring about gradual integration, was out of a job. His supporters on the school board resigned after voting to buy up Blossom's contract and save him further troubles. Segregationists are moving to block payment.



THE KING LEAVES, manning controls of the royal plane with royal crest at Jordan's Amman airport.



THE KING RETURNS after the attack, smiling broadly as a pistol-packing subject pledges fealty.

JORDAN CHEERS KING'S ESCAPE

Young Hussein, a man marked for death, eludes his attackers

King Hussein of Jordan is the world's prime target for assassination. Since the murder of his cousin, Faisal of Iraq, he is the only outspokenly pro-Western Arab chief of state. His land, rent by Western and Nasser factions, is a hodgepodge of tribesmen and Palestinian refugees, urged to murder him by Radio Cairo. His main protection, a police force of British troops, left Jordan on Nov. 2.

Last week, just before his 23rd birthday, Hussein took off in his plane for a vacation in Switzerland. Piloting himself, he was crossing Syria when Syria's radio ordered him to land.

Hussein defied the order and headed back. Suddenly his plane was threatened by Syrian MiGs. Hussein gave the controls to his pilot, who eluded the attackers by hitting the deck and hedgehopping home. The king landed at Amman, safe but furious.

Later it developed that the flight had been mishandled all around. Jordan had failed to get Syrian clearance and the Syrians had taken advantage of this and tried to mousetrap the king. Back in Jordan, the king's escape set his subjects off in the most frenzied demonstrations of loyalty Hussein had enjoyed in years.



SACRIFICIAL SLAUGHTER takes place under the king's eyes, as four white camels are killed by palace

regiment for a feast of rejoicing. Some troops had to be restrained from a vengeance attack on Syria.



EXUBERANT TRIBESMAN, beside a palace wall, cuts loose with Tommy gun to celebrate escape.



The brand **NEW**
'**59** **MERCURY**
shows you *(on the next 2 pages)*
what **NEW**
really means →

THE BRAND-NEW '59 MERCURY SHOWS YOU WHAT NEW REALLY MEANS:



THE '59 MERCURY — EVERYTHING YOU

- NEW STYLING
- NEW COMFORT
- NEW PERFORMANCE
- NEW ECONOMY

all beautifully combined
in the 20th Anniversary
MERCURY

Americans are looking at the new cars with a new look in their eyes. They're searching for the best combination of all the things that count in a car. The answer in 1959 comes from this completely new Mercury. For in its 20th Anniversary year, Mercury offers the finest models ever presented by the most successful car introduced in its time. So you get the grand total of all the things you want on wheels:

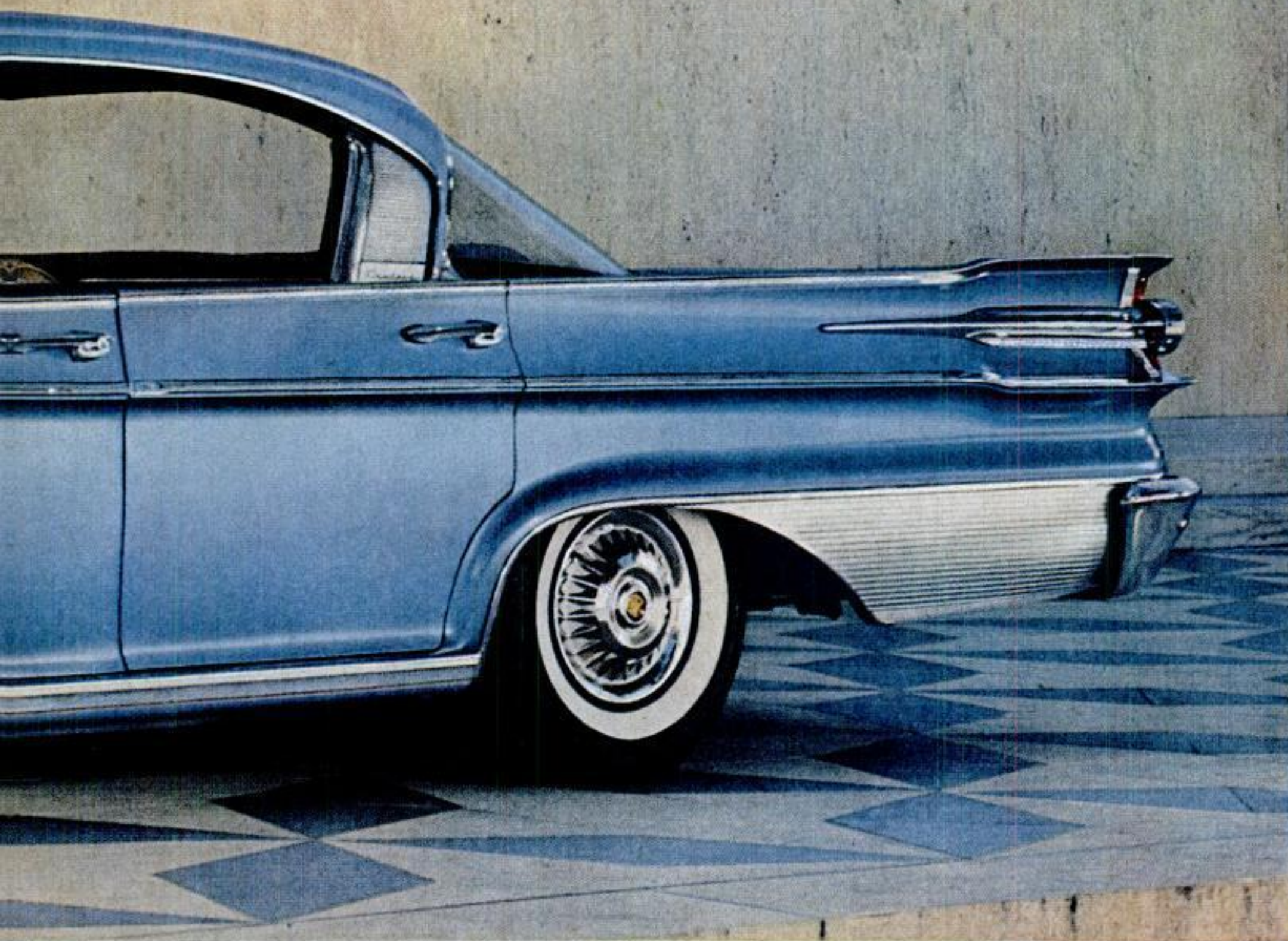
SEE NEW CLEAN-DYNAMIC STYLING. Dramatically new—because there's purpose in every line. Distinctive—because Mercury has its own exclusive body design; (it is the *only* car in its class that does *not* use a dressed-up body shared by a low-priced car). Delightfully airy looking; more than 35 square feet of safety glass all around. Here's styling without clutter—Mercury is *lean, clean and dynamic!*

RELAX IN A NEW KIND OF COMFORT.

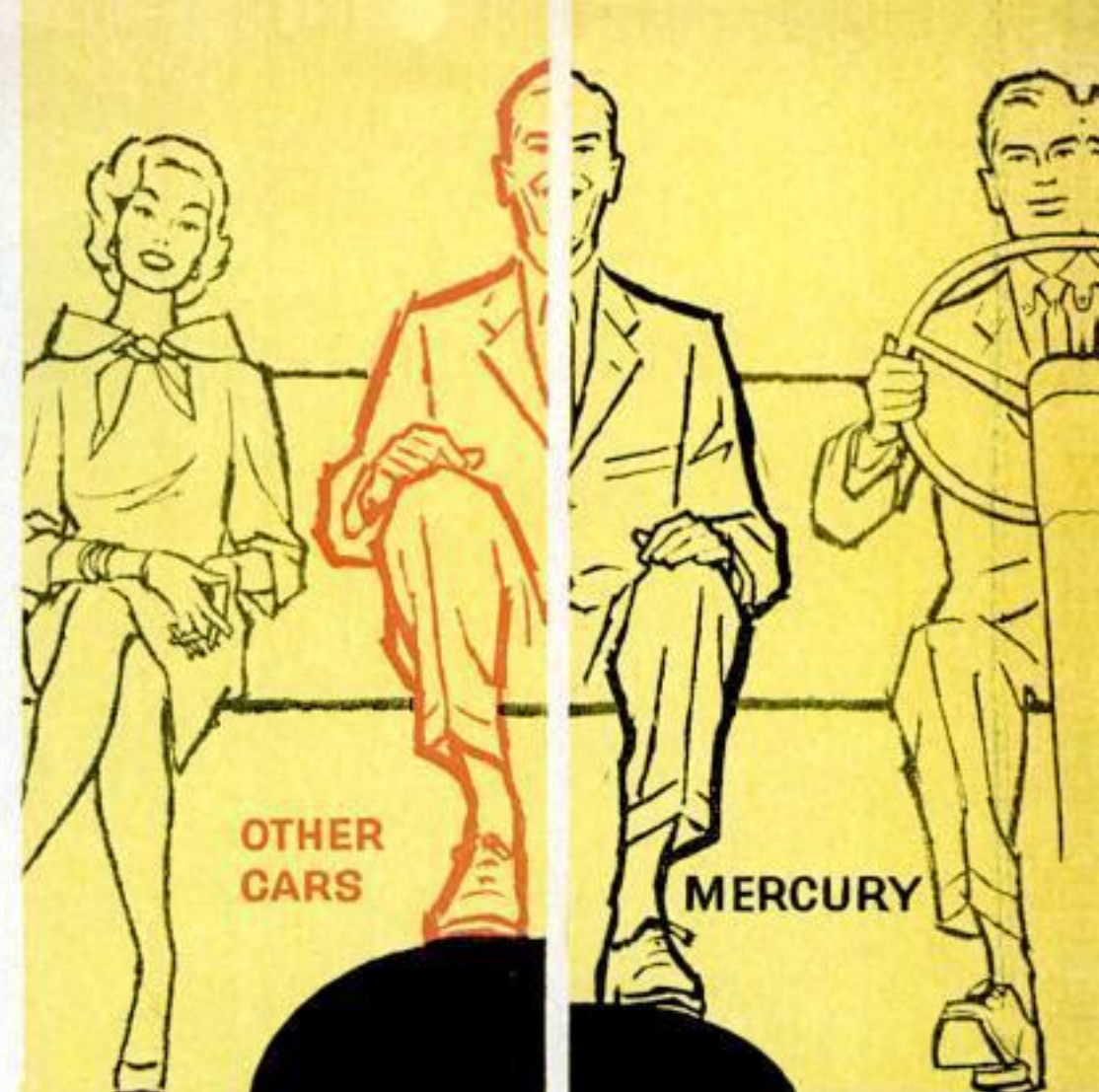
No car in its price class has more usable room than this new Mercury. Examples: six more inches of entry room, nine more inches of knee room up front, 31½ cubic feet of luggage space. We've even cut down the hump in the center of the floor; the man in the middle doesn't sit with his chin on his knees (as he does in other 1959 cars).

FEEL LIVELY NEW PERFORMANCE. Mercury has always been known as a top performer and now it's even greater. Not just high horsepower—although Mercury offers as much as 345—but a *new* kind of response, quiet, obedient, effortless. Each Mercury has its own special V-8 engine tailored exactly to the series you choose and the job you want it to do. And there's a new front suspension system that

'59 MERCURY BUILT TO LEAD



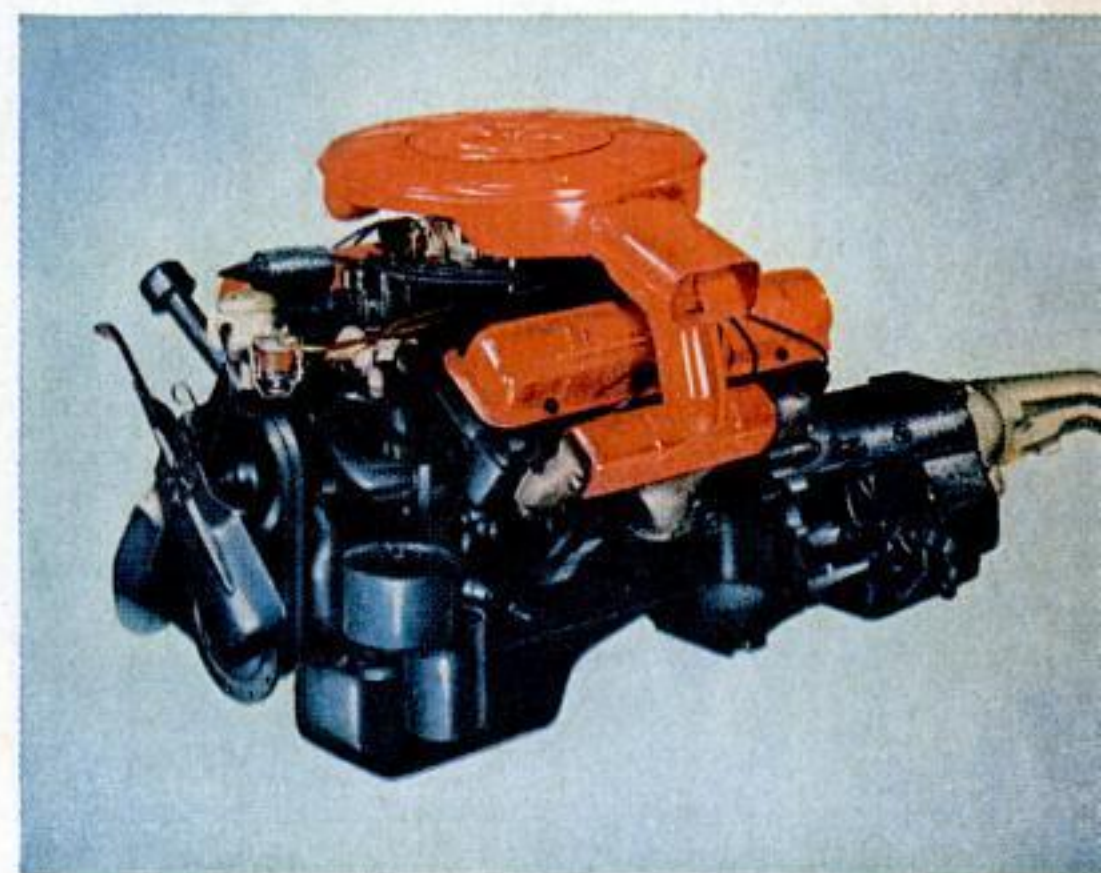
1959 Mercury Park Lane Four-door Hardtop Cruiser. Color: Blue Ice



NEW COMFORT FOR YOU UP FRONT! That hump you'll find on other '59 cars has been cut in half in the Mercury. 3 full-size riders can stretch out—in the front or back seat—including the man in the middle.



FIRST CLOSED CAR WITH AN OPEN-AIR FEELING! More than 35 square feet of safety glass all around. Mercury's big new windshield sweeps up into the roof, as well as around, to give you a view without limit.



POWER WITHOUT WASTE! New Marauder engines designed for modern power requirements deliver more power, more efficiently. Only Mercury has these great new budget-minded V-8 engines.

WANT ON WHEELS!

lets you glide, not dive, to a stop.

ENJOY NEW ECONOMIES. The 1959 Mercury has been priced so that 2 out of 3 new car buyers can afford one. The big special is the Monterey with a new, improved engine that lets you "ride free" 10 miles out of every 100 you drive. It works beautifully on regular (not premium) gasoline. You save 10% right there! And this special engine squeezes more mileage out of every drop of gasoline (regular, not premium). Yet, with all this economy, you get Mercury's traditionally fine V-8 performance wherever you drive.

Add it up and you get everything you want on wheels—the '59 Mercury. Your dealer will be glad to let you try one.

Built to lead—built to last—built to give you the most for your money in 1959.

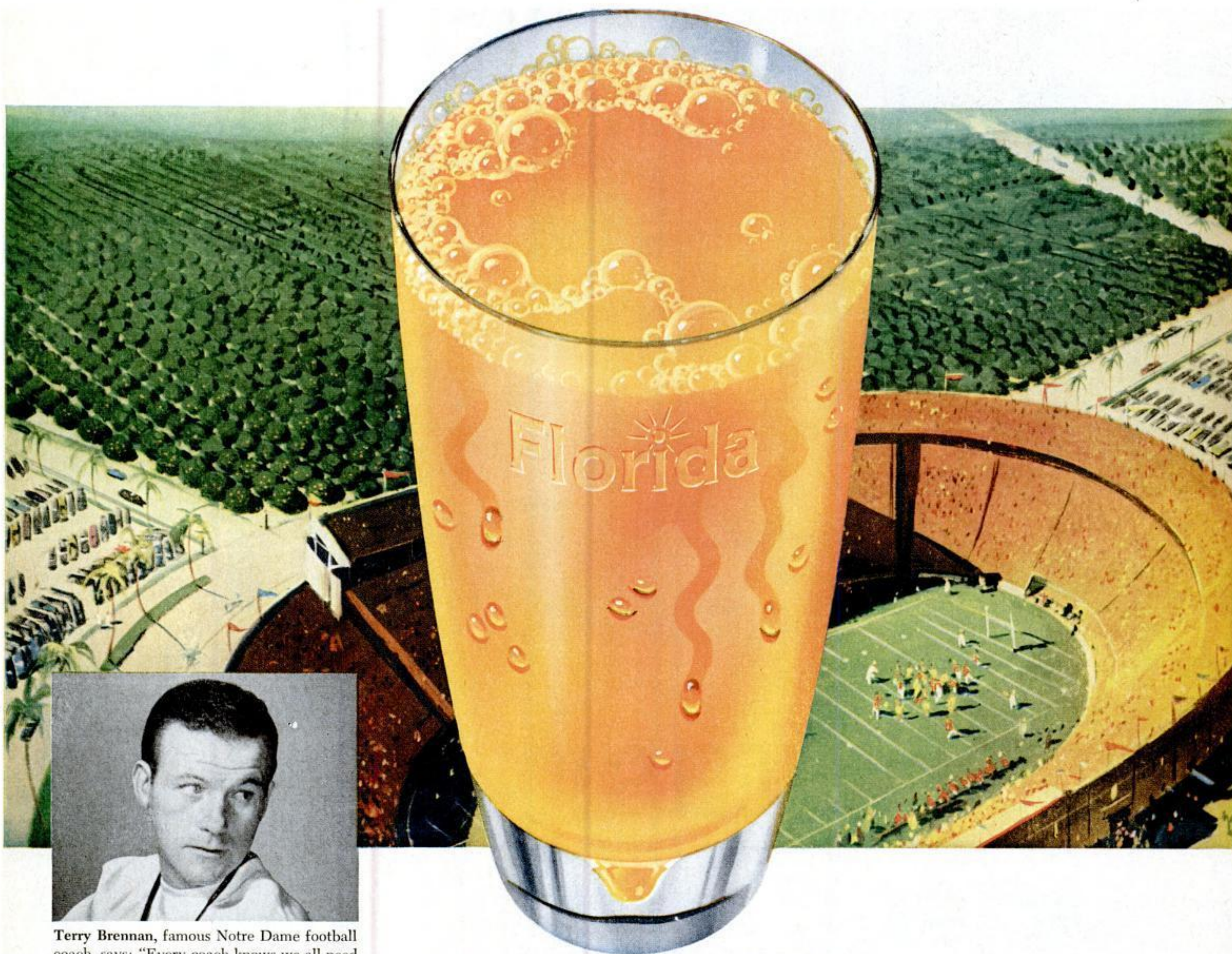
MERCURY'S COUNTRY CRUISERS—NEWEST IDEAS IN STATION WAGONS—Mercury is the only station wagon with beautiful hardtop styling plus retractable back window (no heavy liftgate). First to offer you a self-storing third seat that faces front (stores easily in a recess in the floor). First with a hidden, locking luggage compartment just inside the tailgate.



BUILT TO LAST

POWERHOUSE

of Vitamin C



Terry Brennan, famous Notre Dame football coach, says: "Every coach knows we all need Vitamin C every day. I tell my boys to get it the natural way, in swell-tasting Florida orange juice. That way you get a bonus of seven other health benefits."



One little can of fresh-frozen orange juice makes 4 big glasses. It's a Powerhouse of natural Vitamin C. Saves time! Saves money!

© FLORIDA CITRUS COMMISSION, LAKE LAND, FLORIDA, 1958

**Your body can't store it—
you need it every day**

Natural Vitamin C is essential to good health. Children, grownups, everyone needs at least one big glass of orange juice from Florida every day. During periods of increased activity, pregnancy, disease or injury, your daily requirements are much higher. And be sure you get Vitamin C in its *natural form* in wonderful tasting orange juice from Florida . . . because with it you get a bonus of other essential nutrients in the balance nature intended.

It helps build resistance to disease, promotes growth, helps form bones and teeth, and gives you energy. Orange juice from Florida is a Powerhouse of natural Vitamin C.

FRESH-FROZEN
ORANGE JUICE from **Florida**



A PAKISTAN PROBLEM AND AN OBJECT OF AYUB'S REFORMS, BEGGAR SNOOZES ON SIDEWALK IN KARACHI WITH HIS DOG

BIG JOB FOR PAKISTAN'S NEW BOSS

Ever since she broke off from British India as a separate state back in 1947, Pakistan has been hamstrung by rival political leaders, regional antagonisms and the struggle for power among some 15 different political parties. Last week she found herself with just one leader—General Mohammed Ayub Khan (right)—and no parties at all.

Called in by President Iskander Mirza to deal with growing corruption and unrest, the general first ran the country under martial law, helped disband the Pakistan parliament and dissolved all its political parties. He was appointed premier by Mirza, promptly threw Mirza out of office. Then, safely installed as a benevolent dictator, he set manfully to work cleaning up the country.

The monumental task he faces was given poignant emphasis by such scenes as that above—a tattered beggar on a Karachi street. To cope with widespread poverty Mohammed Ayub Khan must revitalize an outmoded economy based on agriculture and exports of cotton and jute, not able to take care of a growing population which eats up new food production faster than it is achieved. "This is the last chance of saving the country," Ayub declared, as he promised sweeping tax and land reforms. Then he tackled some problems (next page) immediately at hand.

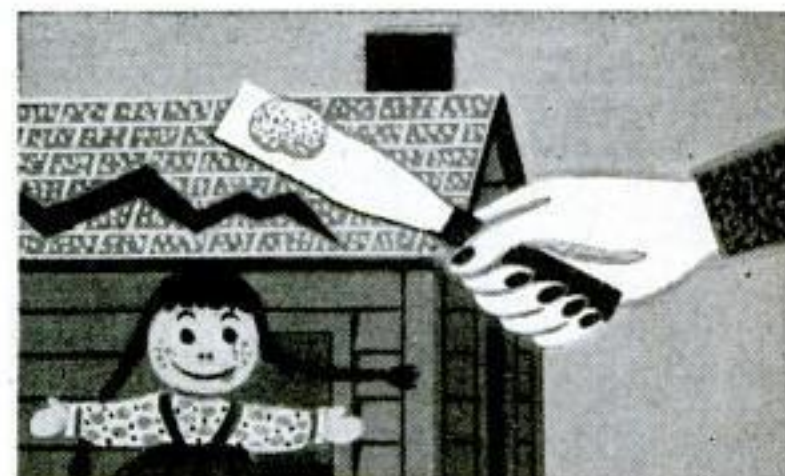


NEW PAKISTAN BOSS, Mohammed Ayub Khan, 51, often works a 19-hour day in Karachi. A graduate of Sandhurst military college in England, he became Pakistan army chief in 1951. He instituted American softball as a major sport in the army.

FIX-IT TIPS with "Plastic Wood"



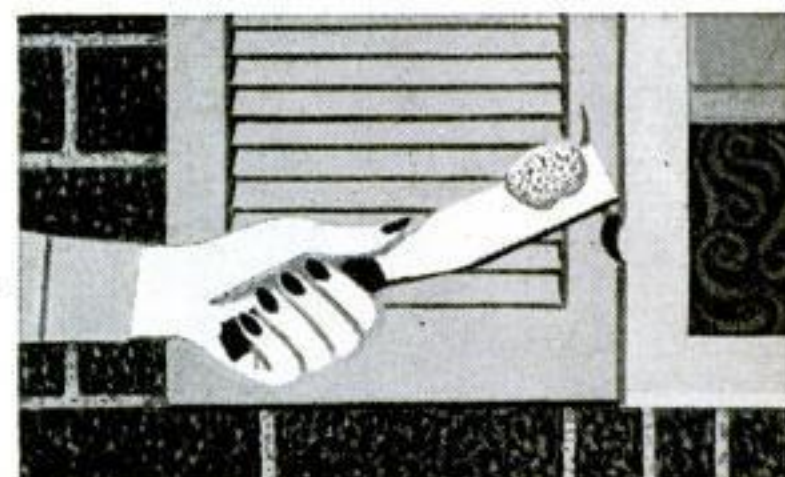
Table tipsy? Build up the short leg with a daub of Plastic Wood. Goes on easily. Hardens quickly. Stays put permanently.



Toys broken? Fix them with Plastic Wood. Easy to apply. Sticks to any surface. Can be sanded, stained, or painted.



Handle loose? Handles on hammers, chisels, brooms and mops can be made strong as new if reset in Plastic Wood.



Shutter split? It's easy to make a permanent repair with Plastic Wood. Resists weather. Takes paint perfectly.

Be sure the label reads
"PLASTIC WOOD"

1. HOLDS HARDER
2. MORE UNIFORM FINISH
3. TAKES STAIN BETTER



CONTINUED

Now! The widest choice of cleaners ever offered

at your **SINGER SEWING CENTERS**



New SINGER* Extra-Power "GOLDEN GLIDE"

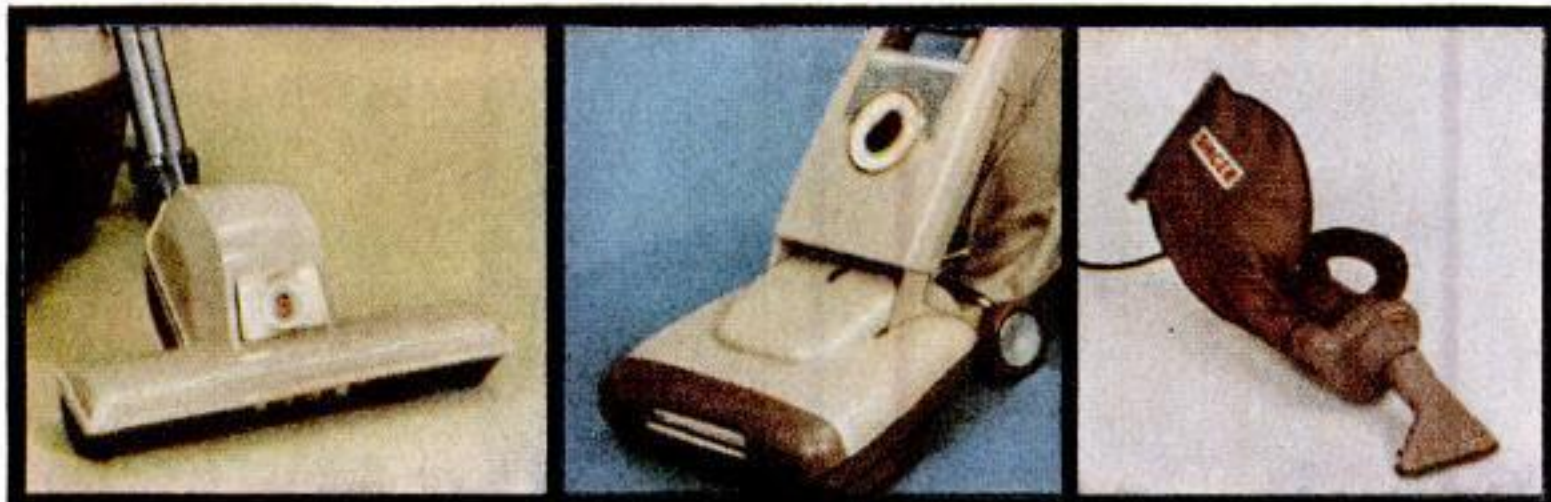
Streamlined styled, the extra-powered "GOLDEN GLIDE" is the easiest-to-use cleaner on the market . . . follows without tugging . . . can't tip over.

Huge double-capacity throw-away bag allows twice the cleaning between changes. New long-wearing flexible hose actually woven of nylon-rubber.



SINGER Full-Power "Roll-A-Magic" Special
Finest canister cleaner at its price. Suction equal to cleaners costing nearly double. Complete with attachments.

only \$49.50



SINGER Revolving Brush Attachment. Converts your present canister (any make) into revolving brush cleaner. Only \$19.95.

SINGER "Magic Carpet" Cleaner. Finest upright made. Floating-brush action. Automatic cord rewind.

SINGER "Magic Mite." Largest seller of its type. Perfect for stairs, auto, furniture. Weighs only 3½ lbs.



SINGER SEWING CENTERS

Listed in your phone book under SINGER SEWING MACHINE COMPANY
*A Trademark of THE SINGER MANUFACTURING COMPANY

PAKISTAN'S BOSS CONTINUED



SANITATION REFORM instituted by Ayub requires vendors to cover food against disease-bearing flies. Army teams in market areas enforce new rules.



RESULT OF PRICE CONTROL decreed by Ayub is seen as crowd collects near stores before opening hour to buy cloth they formerly could not afford.



CRACKDOWN ON SMUGGLERS brings Ayub's police \$150,000 in gold. Illegal dealings of gold-supported black markets weakened Pakistani economy.

Persuasive things to say when hinting for your **SINGER**



1 "SINGER* is years ahead—best investment we could make!" Fabulous **SLANT-O-MATIC*** has so many advanced features it'll be new for years! Does fancy stitching, mending, even sews on buttons—just by "tuning" a knob. Finest straight-stitching of any automatic, too. Portable, cabinet models.



2 "I'll make the children's clothes at half store prices!" New! Young-Budget **SINGER**... designed for young home-makers. Simple to run, and priced to pay for itself the first few times you use it. Sewes forward and backward. Has complete set of attachments. Cabinet, portable styles.



3 "...and their cabinets are real pieces of furniture." Exclusive **SINGER Slant-Needle** in a modern console. You'll love the way the machine needle slants toward you so you see better. And your Santa will like the way the versatile cabinets double as truly fine furniture to save him money.



4 "It's the most popular portable in the whole world!" Famous **FEATHERWEIGHT***... no portable can match it! Weighs only 11 pounds (so it's easy to set up anywhere), yet does the job of a full-sized **SINGER**. And you might point out to Santa that it also comes with free sewing class lessons.



5 "Think of it—less than \$90—and it's a **SINGER**." Economy Portable—at a new low price—makes Christmas hinting easy. Stitches any fabric... even sews in reverse for backtacking. And, like all **SINGER** Machines, it's built for a *lifetime* of sewing. Only \$89.50 including case.

New low prices!

Now from \$89⁵⁰

- Easy terms, liberal trade-in
- Free sewing class lessons
- Parts and service always available

SINGER SEWING CENTERS



Listed in your phone book under **SINGER SEWING MACHINE CO.**
*A Trademark of THE SINGER MANUFACTURING COMPANY

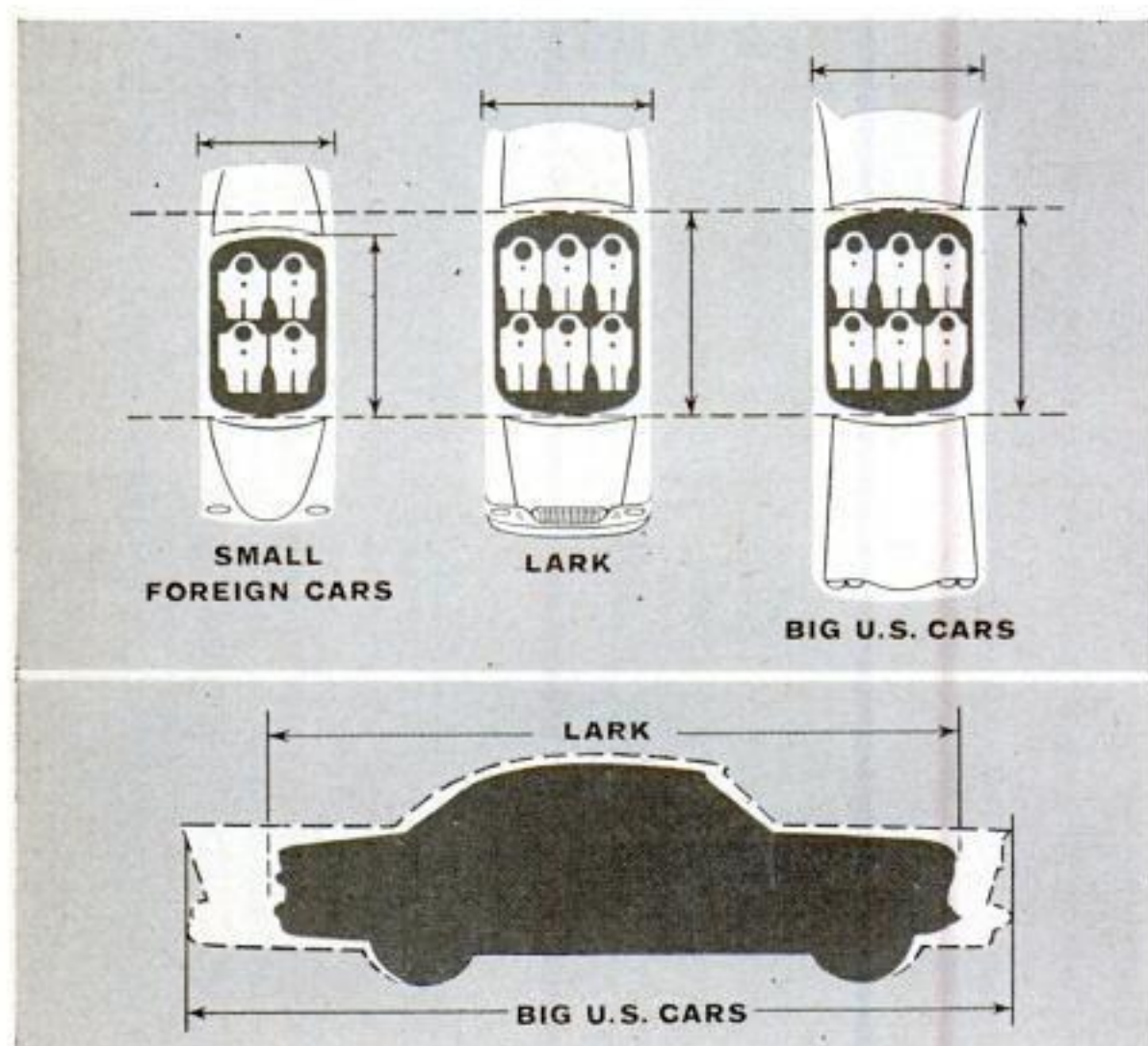
Which of these delightful cars suits you best?

DON'T ANSWER TILL YOU'VE SEEN THEM ALL... at thousands of dealers coast-to-coast! It's **THE LARK** by Studebaker. 2-door, 4-door, hardtop, station wagon. Newly dimensioned to meet your needs... Smartly styled to suit your taste... Carefully created to keep your expenses down... Ingeniously engineered to put the fun back in driving... Prices start below \$2000!

LARK

by STUDEBAKER

Never before have you seen a car like The Lark. It's the new dimension in motoring because its proportions are uniquely, ideally suited to today's driving conditions. It strikes a smart, sensible balance between the 5/8 size foreign imports and the oversize U. S. models. It has all the performance you need! It runs with the best of them and adds the advantage of economy... miles and miles on a hatful of regular gas with peak performance. Its design will flatter your eye. Its interior will compliment your good taste. It has eliminated what you don't need: useless overhang, excess bulk and wasteful "dead" weight. It is always fun to drive, easy to park, effortless to handle. To fully appreciate The Lark's many virtues drive it. **Just ask your dealer.**



TRÈS CHIC The matchless simplicity of The Lark's styling says elegance and distinction on the highway or in your driveway.

EUREKA She's found the one that suits her best. The Lark Hardtop, a gem-like beauty with panoramic visibility enjoyed from a luxurious interior.



PICNIC The Lark is fun because it becomes "part of the family." It's considerate, too, because it's kind to your bank account.



STUDEBAKER'S MASTERY OF SPACE: Three feet shorter, The Lark parks where others can't, fits easily in your garage, slips effortlessly through traffic, has a turning circle of only 37½ feet... yet carries six adults in honest comfort.



SHOPPING It can be much more fun with The Lark. The 4-door has more than enough room for packages and friends (and their packages, too), is easy to handle and park.



COUNTRY CLUB OR TOWN The Lark gets you back and forth with many miles to the gallon of regular gas. Hugs the road affectionately, corners with alacrity. Women love its handling ease.



AFFECTION The whole family loves The Lark. It's a friendly car. Where's Mom? She's getting the picnic sandwiches out of the trunk.



POWER Plenty of it, and on low-cost regular gas. Your choice of super economical "6" or ultra-responsive V-8. Exhilarating performance with 4-barrel carburetor and dual exhaust option.



WORK The Lark 2-door is the ideal businessman's car. For commuting, for salesmen, for fleet use, you can't beat its combination of economy, reliability and its roomy, comfortable interior.



FUNCTIONAL Instruments are installed to be more than decorative. These are easily readable and very attractive. Both dash panel and sun visors are safety-padded.



LUXURY Reclining seats that let all the way down are an optional touch of sublime comfort. Seats are pleated, appointments tasteful. Colors are harmoniously keyed to exteriors.



VACATION The Lark Station Wagon has remarkable carrying capacity for a car of modest dimensions. 93 cubic feet is more than the average owner needs. And, it handles like a dream.

COPYRIGHT © STUDEBAKER-PACKARD CORP.

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There's
rare goodness
and gracious giving
in every
assortment of

Whitman's
CHOCOLATES



Fairhill
Assortment



Devon Rose
Assortment



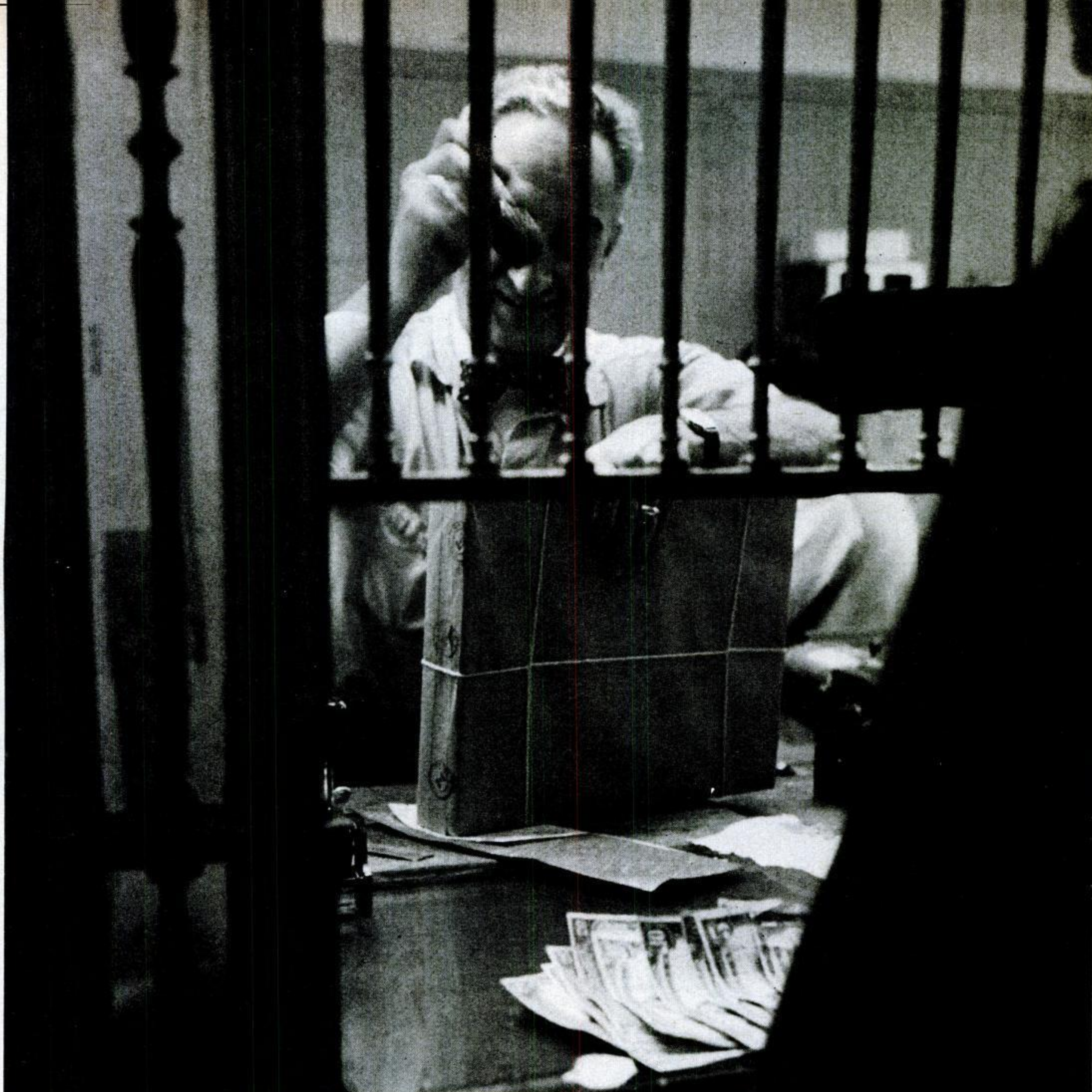
All
Soft Centers
Assortment

Other assortments from \$1.39

Remember her on Thanksgiving Day, Nov. 27

The Famous Sampler, \$2 lb.
—in 1, 2, 3 and 5 lb. assortments

A WOMAN NEVER FORGETS THE MAN WHO REMEMBERS



AT NEW YORK POST OFFICE CLERK STAMPS HOPE DIAMOND PACKAGE, COLLECTS \$145.29 FOR POSTAGE AND INSURANCE. HE PUT PACKAGE WITH OTHER MAIL

BY REGISTERED MAIL: THE HOPE DIAMOND

Last week a customer shoved a package through the registered mail window in a New York post office and asked for insurance on it. "What's it worth?" asked the clerk. "One million," was the answer. The package, wrapped in plain brown paper, contained the world's most famous gem, the Hope diamond, a gift to the Smithsonian Institution in Washington from Jeweler Harry Winston. It was being delivered by U.S. mail, which Winston feels is safer than an ostentatious array of special guards.

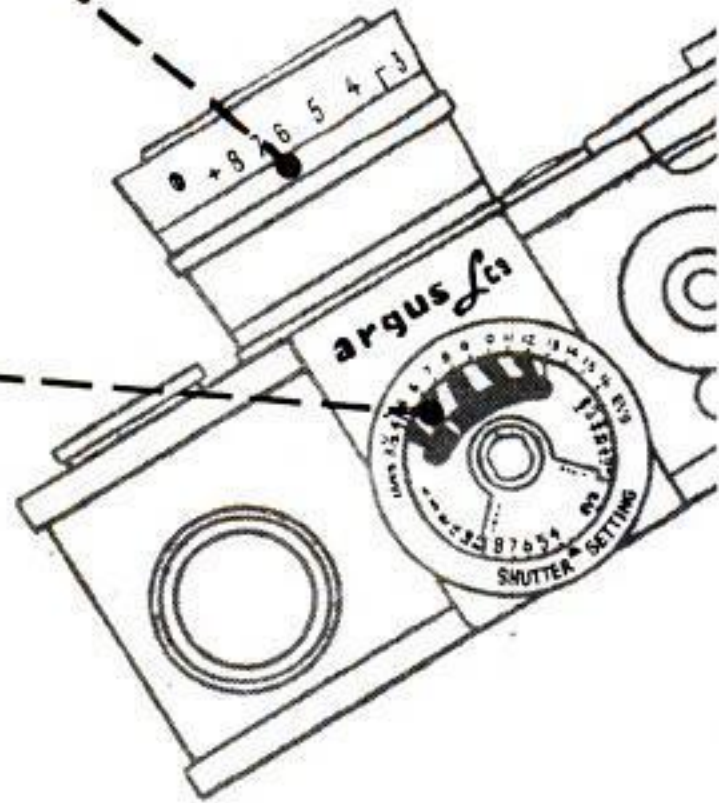
The Hope diamond's history has been marked by an incredible series of misfortunes to its owners. Among them: Louis XVI and Marie Antoinette, who gained possession of the diamond and lost their heads; Simon Montherides, a Greek broker, who fell off a cliff with his wife and child; Evalyn Walsh McLean, who saw her husband die in a mental institution, her son killed by a car and her daughter die of an overdose of sleeping pills. Yet, despite the hex, two days after the diamond was mailed it was safely delivered by an ordinary postman in Washington where, if nothing happens to the Smithsonian, it will remain on exhibition.



HOPE DIAMOND, $1\frac{1}{8}$ by $\frac{7}{8}$ inches, is believed to be part of stone from India. was named for Henry Thomas Hope, English banker who bought it in 1830.

Match this number

with
this one.



and...
you're an expert!

If you can set an alarm clock . . . or button your own coat . . . you're going to get great pictures from your very first try with this Argus Match-Matic C-3.

No more complicated arithmetic . . . no more "f-stop" fussing. Just set the shutter dial for "scenes" or "action". Then match up numbers —on light meter and lens. Shoot. You've got it sharp and clear . . . in any kind of light, flash or natural . . . at any time of day . . . of moving objects as well as still ones.

Who ever said a fine camera was hard to use? It wasn't us, for sure. Why not see for yourself at your Argus dealer's soon?

\$74.95 gets you a new Match-Matic C-3 complete with light meter, case, flash and *lifetime guarantee*. And most dealers offer budget terms, too.

**argus
match-matic
C-3**



Argus Cameras, Ann Arbor, Michigan
Division of Sylvania Electric Products, Inc.
ANOTHER FINE SYLVANIA PRODUCT

HOPE DIAMOND CONTINUED



OFF TO POST OFFICE with diamond under arm. Paul Haase of Winston's shipping department takes subway. "I carry this stuff all year long," he said.



SAFELY DELIVERED in Washington, the diamond is displayed in its case by Dr. Leonard Carmichael, the secretary of the Smithsonian Institution.

New for the holidays! A gay variety of fudge ideas!



"CAN'T FAIL~5 MINUTE FUDGE"

The secret is Carnation~the double-rich milk that whips!



FUDGE ROLL: Pour caramel fudge mixture on waxed paper. Shape into roll as fudge cools. Then roll in additional chopped nuts. Slice.



"from Contented Cows"

COPR. 1958, CARNATION CO.

MINT FUDGE: Pour chocolate fudge (below) into buttered 9-inch square pan. Decorate with colored mints. Allow to cool and slice into squares.

No BEATING, no soft-ball tests or candy thermometer needed. *Smoother*, too, because of Carnation's cream-like texture. And guaranteed failure-proof when you use Carnation—ordinary milk won't do! For this year's holidays, make better fudge—quicker—with Carnation, world's favorite by far.

FREE! Send today for "Party Sweets," booklet of new desserts, icings, candies. Address Mary Blake, Carnation Co., Dept. LM-118, Los Angeles 19, Calif.

RECIPE: "CAN'T FAIL~5 MINUTE FUDGE" (Makes about 2 pounds)

Mix $\frac{2}{3}$ cup (small can) undiluted CARNATION EVAPORATED MILK, $1\frac{2}{3}$ cups sugar and $\frac{1}{2}$ teaspoon salt in saucepan over low heat. Heat to boiling, cook 5 minutes, stirring constantly. Remove from heat. Add $1\frac{1}{2}$ cups (16 medium) diced marshmallows, $1\frac{1}{2}$ cups BAKER'S chocolate chips or caramel chips, 1 teaspoon vanilla and $\frac{1}{2}$ cup chopped nuts. Stir 1 to 2 minutes, or until marshmallows melt. Pour into buttered 9-inch square pan. Decorate or make into roll as described above. Or spoon into drops on waxed paper.



4½ hours coast-to-coast on

The first jet service in the U.S.A. starts in January



**This is the
Boeing 707 Jet
Flagship—most
tested airplane
ever to enter
airline service**

The prototype of the 707 made its initial flight in July, 1954. It has been flown continuously ever since, undergoing four years of the most thorough testing ever given any commercial airliner. Built by Boeing—world's most experienced manufacturer of jet transports—manned by the skilled, dependable personnel of America's leading airline.

American's Jet Flagships!



American invites you to enjoy a new and wonderful experience

In January, American Airlines inaugurates the first jet service nonstop in both directions between New York and Los Angeles. Soon after, American will extend its jet service to Chicago, San Francisco, Dallas, Washington, Baltimore, Boston and other major cities.

Now for the first time, getting there becomes a real pleasure

Because the introduction of American's Jet Flagships will cut existing flying times by as much as *forty percent*, you will reap the benefits of extra *useful* time for both business and pleasure.

But speed is not the only remarkable advantage of jet flight. The 707 Jet Flagship cruises at serene altitudes well above turbulence, giving

you the *smoothest* flight of your life. And inside the plane itself, the *quiet* adds to your relaxation. For engine noise and vibration, the two factors that contribute most to travel fatigue, have all but vanished. Minutes after you're airborne, you'll discover that jet flight is completely *restful*!

Your first step inside American's Jet Flagship is all it takes to see what luxury is in store for you. The cabin is longer, wider, more elegant than any plane you've ever been in. The reclining seats are deeper, softer and there's more space between them. Comfortable air-conditioning works on the ground as well as in the air. There are a host of other innovations for your comfort and pleasure.

Be one of the first to take advantage of the countless opportunities of jet travel, the sheer delight of jet flight. Starting in January, let American prove to you that *getting there* has become a *real pleasure*.



AMERICAN AIRLINES

First with Jets in the U.S.A.

*Move up
to quality-*



THE BEER THAT MADE
MILWAUKEE FAMOUS

*Move up
to Schlitz!*

America's great outdoors is yours to enjoy. Good to know, isn't it, that the best doesn't always cost a lot more! Take refreshing Schlitz, for example. It's one of the finer things of life everybody can afford.

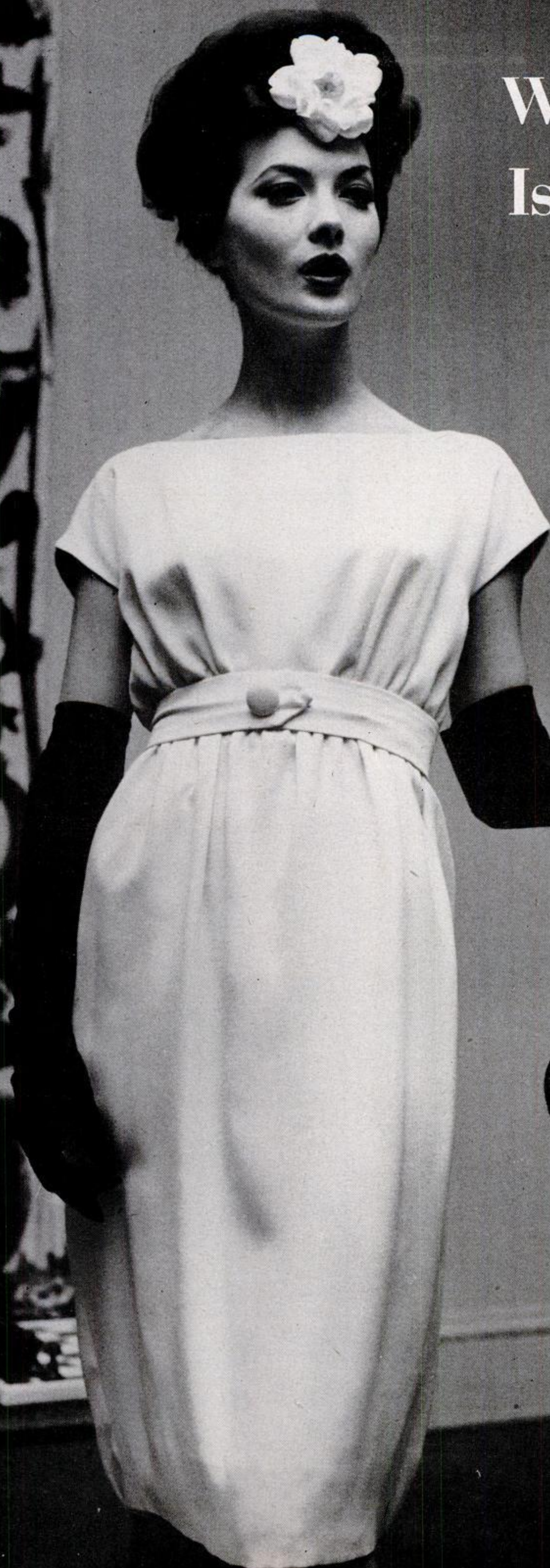
World's best seller at any price

© 1958, Jos. Schlitz Brewing Co., Milwaukee, Wis.



White with Black Is New All Over

The classic schoolmarm getup used to be a sedate black outfit with discreet touches of white. The reverse of this—stark white with black accessories—is now a stylish and stunning way to dress. Long a favorite at resorts, the combination is now being taken over for city clothes. It sells at all price ranges and is being seen all over. Long black gloves and tulle headdresses, which have been in bottom bureau drawers for years, look well with white cocktail dresses (left, Jane Derby, \$145). As in currently popular black-and-white decorating schemes in which these clothes were photographed, the price of fashion this winter is apt to be a large cleaning bill.



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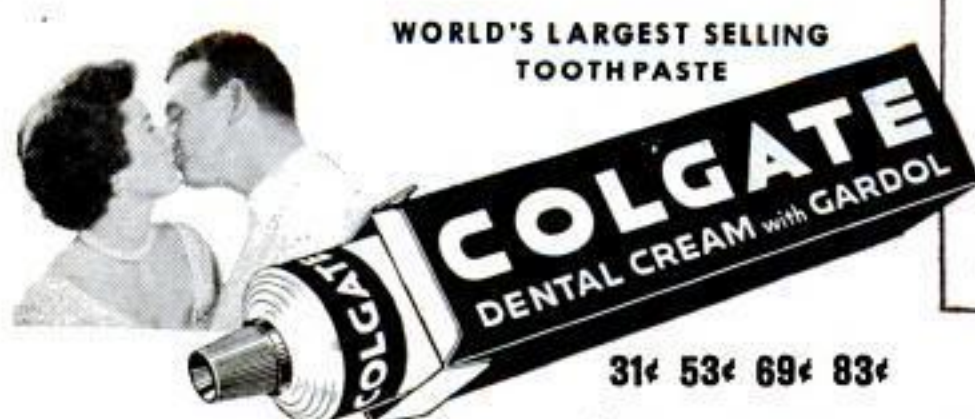


STOP BAD BREATH WITH COLGATE WHILE YOU Fight Tooth Decay All Day!

*Brushing for brushing, it's the surest protection ever offered by any toothpaste!
Because of all leading toothpastes, only Colgate contains Gardol!

FIGHTS BOTH BAD BREATH AND TOOTH DECAY ALL DAY!

Colgate with Gardol is backed by published results of 2-year clinical research on the reduction of tooth decay. And of all leading toothpastes,† only Colgate contains Gardol to form an invisible protective shield around your teeth that fights decay all day. Colgate stops mouth odor all day for most people, too! Ask your dentist how often to brush your teeth. And remember to brush with Colgate Dental Cream!



CLEANS YOUR BREATH WHILE IT CLEANS YOUR TEETH

WHITE WITH BLACK CONTINUED



COUNTRY COMBINATION is black leather skunk-lined coat (S. Robert \$350) worn with white skirt, black sweater. All are at Saks Fifth Avenue.

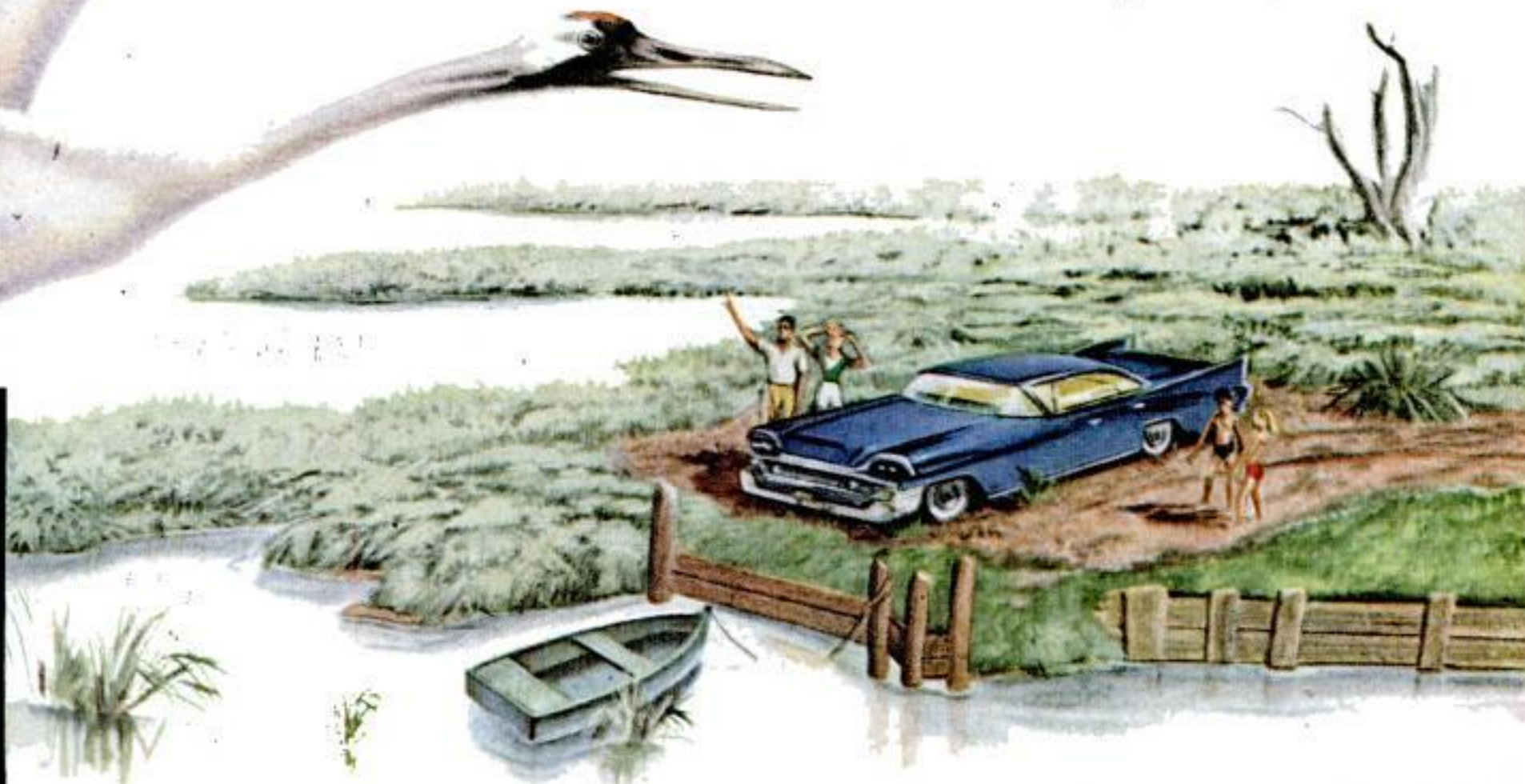


CITY SUIT by Chanel is of bold black and white houndstooth, usually seen only in the spring. It has been copied in the U.S. by Davidow for \$125.

CONTINUED



Your car makes
any map
a Magic Circle



1. Meet wildlife close up. Your Magic Circle may not attract whooping cranes (as the Aransas Wildlife Refuge does). But it has a wildlife population your family should meet.

There is something new under the sun...anywhere
you drive in this Texas Tropical Magic Circle.

Wherever you live, you have a Magic Circle around
you, too. Plan to explore it—
enjoy it—soon.



4. It's Fiesta time wherever you drive. Your car is the shortest, happiest distance between you and good times like the Brownsville-Matamoros Charro Days. Set up some dates soon.



3. Find a Treasure Island. A map, a car . . . and you're off. Your treasure may be a beach, some shells, or the buried kind Padre Islanders hunt. The fun of going can be treasure enough.



2. Discover new worlds by car. They range from the King Ranch to the Corpus Christi piers in this Magic Circle . . . and they're just as varied in yours. Today's roads make touring them a smooth joy.

Take a pencil and map out your Magic Circle.
Your car is your best investment in fun you ever
made. Don't miss out on its happy returns.



ETHYL
CORPORATION
New York 17, N. Y.

Manufacturers of "Ethyl" antiknock compounds, used by oil companies everywhere to improve their gasolines and your driving pleasure.





Only seven hours to brush up on your French

The superb Boeing 707 jet airliner goes into service first across the Atlantic, and within weeks across the United States.

You'll be delighted with the feeling of solid security you get from flight aboard this swift new skyliner. It begins the moment of take-off, as abundant, jet-smooth power lifts the 707 effortlessly to cruising altitude. You'll fly serenely through high, weatherless skies.

In just 60 minutes, you're almost 600 miles out of

New York. In scarcely six hours you'll be trotting out your best French for the *douanier* at Paris.

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WHITE WITH BLACK CONTINUED

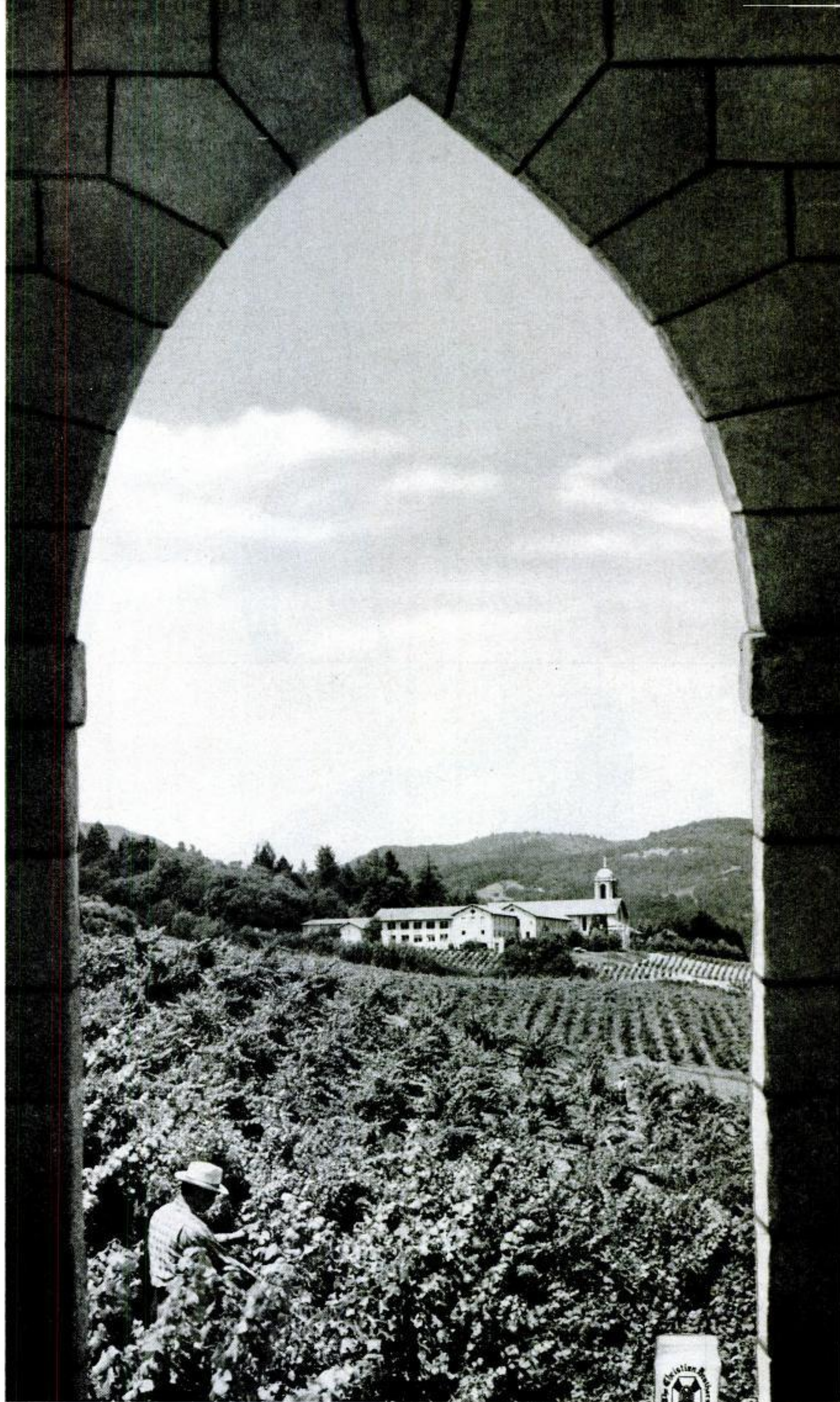


WHITE FOR NIGHT is a satin evening coat accented with jet buttons worn with matching satin turban and black velvet dress (Ben Zuckerman, \$400).



DAYTIME WHITE is shaggy Empire-waist three-quarter coat (Marquise, \$140) shown over slim black skirt, with severe black pillbox by Emme (\$65).

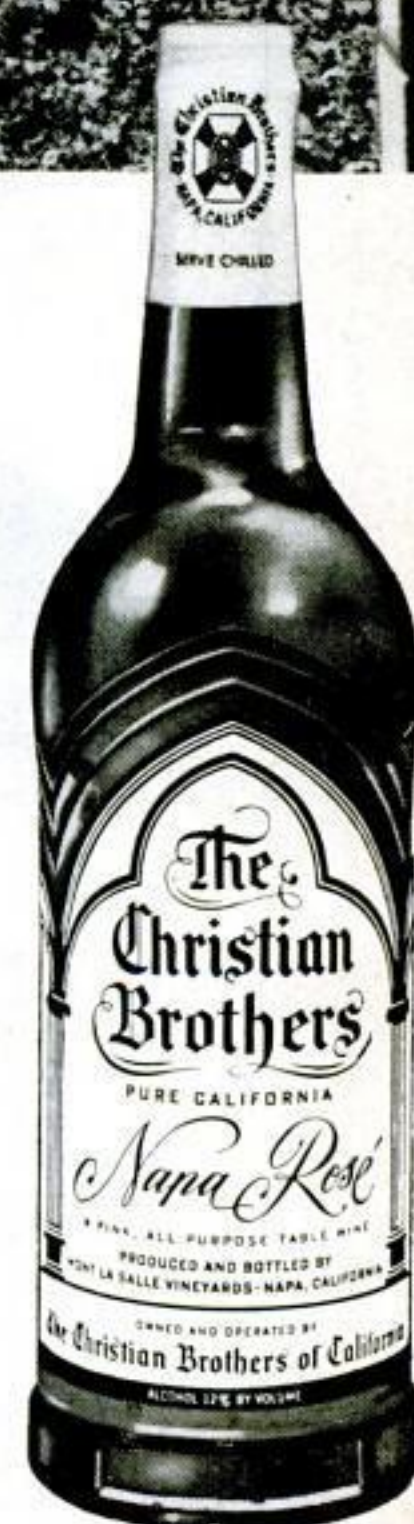
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WHITE WITH BLACK CONTINUED



MOST SUMPTUOUS WHITE is a full-length chinchilla coat made by Ritter Brothers (\$15,000). The only one of its kind in the world, it is made of some 200 bleached skins and is the whitest fur available. This lavish coat looks best with a simple black sheath, plain black pumps and long black gloves.



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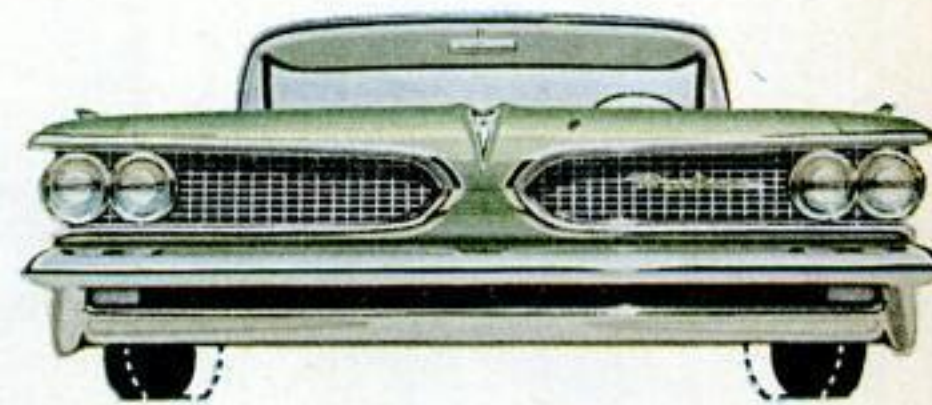
better mileage than many of the smaller cars with so-called "economy engines"! Result? *You save up to 20% on gasoline bills!* The secret is in its amazingly efficient design... perfected by the industry's hottest engineering team to give you the extra gas mileage you want *without sacrificing V-8 vim and vigor!* So if you have the idea that economy and action just can't go together you're in for a wonderful surprise!

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See Victor Borge on Pontiac Star Parade, Nov. 29—CBS-TV





WITCH AND HELPER come together. Pyewacket the cat is aide to Gillian (Kim Novak), carrying out many of her missions and flying back for her praise.

IN A HAG'S HOUSE publisher Shepherd Henderson (James Stewart) watches as Mrs. De Pass (opposite page) brews evil broth that will free him from Gillian.

Bewitching Tale About Witches

In unearthly hues John Van Druten's dabble in witchcraft and diablerie, *Bell, Book and Candle*, a Broadway hit of eight years ago, has been brought to the movie screens by Columbia. It tells the weird story of the Holroyds, a fun-loving family of witches and wizards who speak half-hollowly and give free reign to their every whimsical whigmaleerie. Cheerful brother Nicky strolls about New York magicking traffic lights on, off and on again, and chipper old Queenie hocus-pocuses the telephones of those who annoy her. Even blond Gillian is not above hexing her hero's girl, although she vaguely disapproves of it all and secretly yearns for normalcy.

The strangeness of their world is enhanced by the eerie color of the film, whose special color consultant was LIFE Photographer Eliot Elisofon. As they go about their mischief making, the Holroyds tangle with a whisky-drinking, witch-hunting writer. With him on spook safari is his publisher, who does not believe in witches but is bewitched by Gillian. By swallowing horrible potions administered by Mrs. De Pass, a superwitch, he gets out of it all right and he takes Gillian, who by losing her heart to him has ceased to be a witch, and goes off to live normally ever after.

← **WITCH AT WORK**, the bejeweled Mrs. De Pass (Hermione Gingold) stands entranced as she watches home-cooked magic broth boil and bubble.



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BEWITCHING TALE CONTINUED

Hocus pocus and a yuletide hex



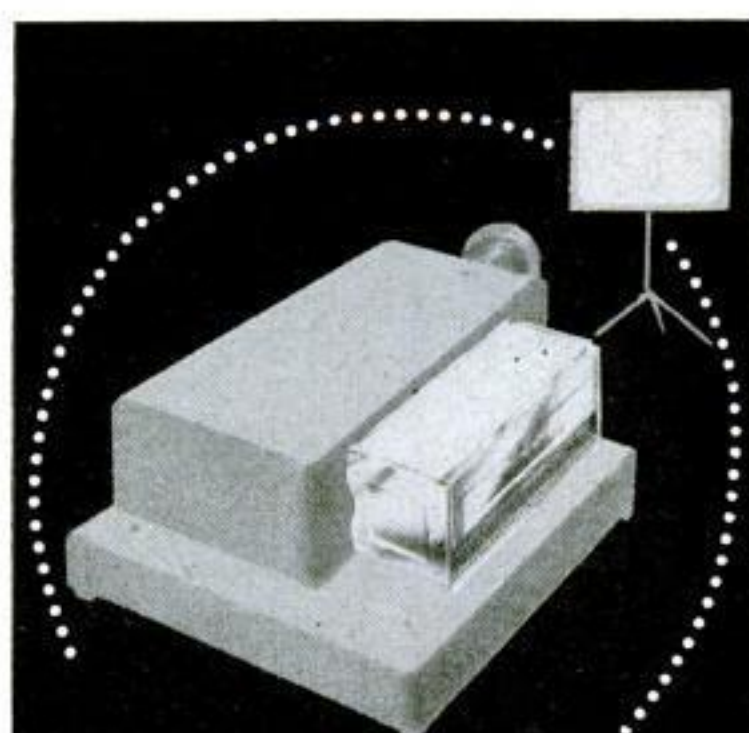
IN SEASONAL SORCERY the happy haunts, Queenie (Elsa Lanchester), sly Gillian and Nicky (Jack Lemmon),

unwrap Nicky's Christmas gift to Gillian. It is a mystic green fire with power to summon anyone from anywhere.

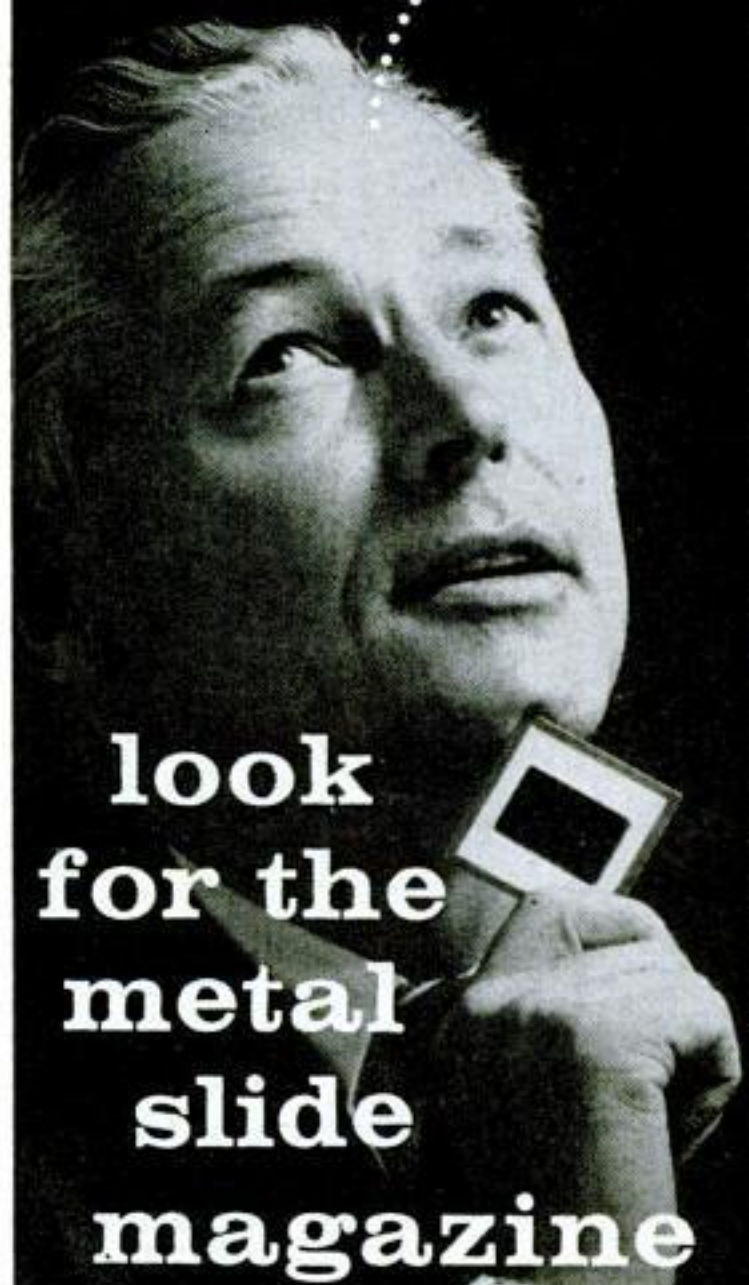


FETCHED BY THE FIRE, which calls him to the witches' home, writer Sidney Redlitch (Ernie Kovacs) announces

he is certain there are witches somewhere about. They gang up, he says; you can never tell who is and who isn't.



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EVERYBODY IS DISHONEST



BIG AND LITTLE LIES bring a chain of untruthfulness. At left: politician preaches honesty but takes mobster's handout. Cop accuses mobster but also takes fruit from stand, whose proprietor in turn cheats housewife on the scale. Housewife feels it is all right to tell child "white lie" about Santa Claus.

**We all lie and steal a little, expert says,
and only fear keeps us from doing it more**

by **HERBERT BREAN**

MOST of us believe that the whole world can be divided into two neat and mutually exclusive groups: those who tell the truth and those who lie. Those of us who are truthful tell ourselves that we have nothing in common with our dishonest fellow men. This is a comforting thought, but it has no basis in reality. The distressing fact is that everyone tells lies. Everyone is both moral and immoral at various times, and everyone is guilty now and then of some kind of theft.

The authority for this all-inclusive insult to humanity is a hulking, gentle, sad-eyed man who probably knows more about lying than anyone else in the world. For a quarter of a century John Edward Reid of Chicago has made lying his business, just as a doctor makes disease his business. Over the years he has interviewed more than 25,000 persons: criminal suspects, supposedly reliable employes, applicants for highly sensitive jobs, even wives accused by jealous husbands. In all that time, like Diogenes, he has never yet found an absolutely honest man, and he consequently concludes that there is no such creature. He readily admits that his generalization includes John Edward Reid.

In support of his belief Reid cites the time he had lunch with the owner of a jewelry supply house that employed 140 people. The owner, who had had some experience with lie detectors in Army Intelligence, thought Reid might help him screen his employes for honesty.

"What are your losses?" Reid asked.

"I don't know that we have any," the proprietor said. "But it's just possible that a few of our people are dishonest, and I'd like to know for sure."

Reid considered this naïve. "I expect 75% of them are stealing from you," he told the owner, who just laughed at him.

After questioning the employes and administering tests, Reid found that 95% had been stealing wrist-watch bands, rings and other items from the company. They were even using the company's automatic postage-paying facilities to send the loot to relatives. One man had got away with \$3,400 worth of material. The only employes who proved to be honest were office workers who had no opportunity to get their hands on the stock.

The dividing line

REID does admit that while everybody is dishonest to some degree, there is a vast difference between major and minor dishonesty. His own dividing line is \$1,000. People who will steal more than \$1,000 are major league crooks, in Reid's opinion. Oddly enough they do not think they are dishonest at all but merely feel they are taking something to which they are somehow entitled. Those who steal smaller amounts for personal use are far more likely to be troubled by their dishonesty. As a

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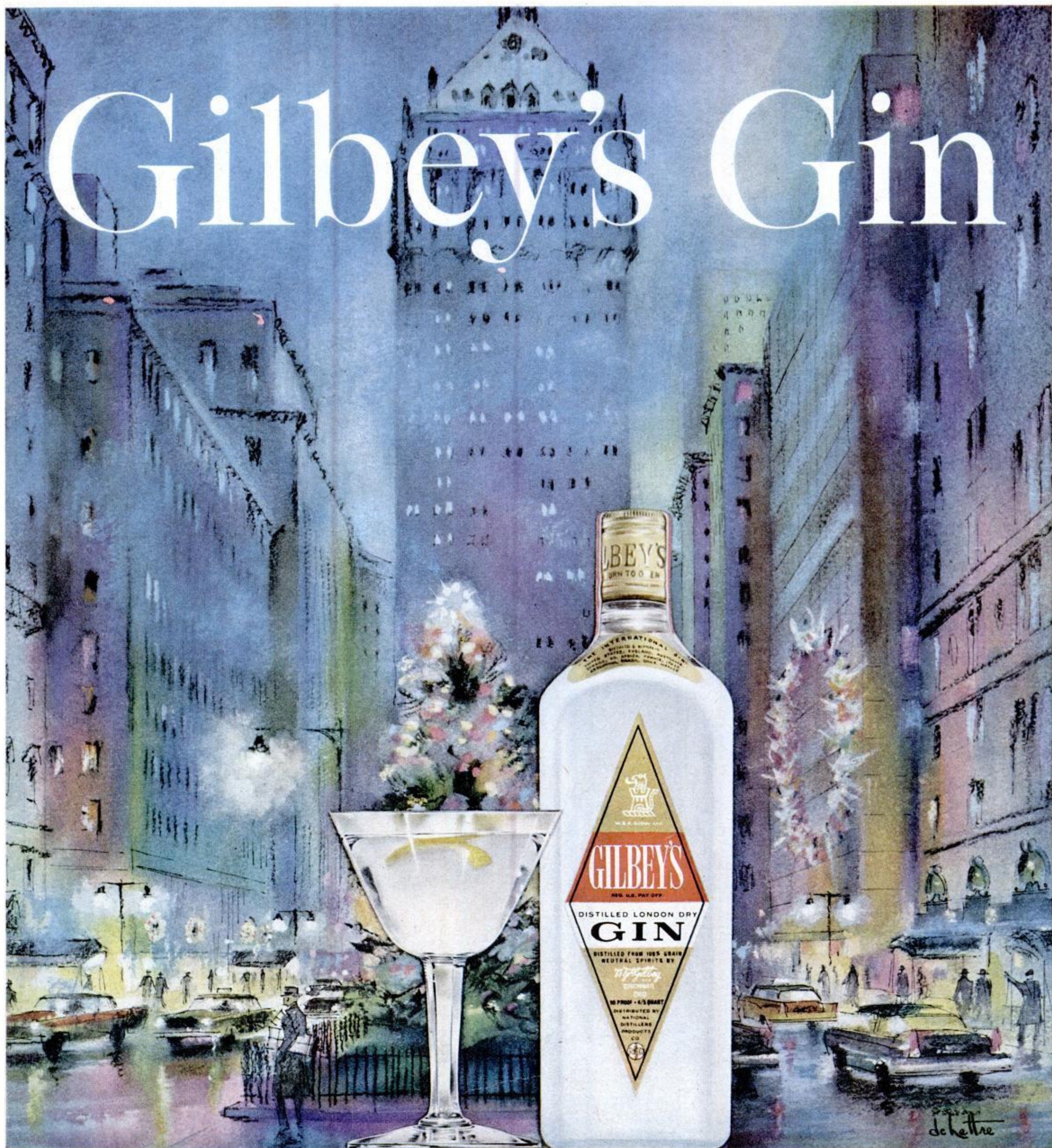
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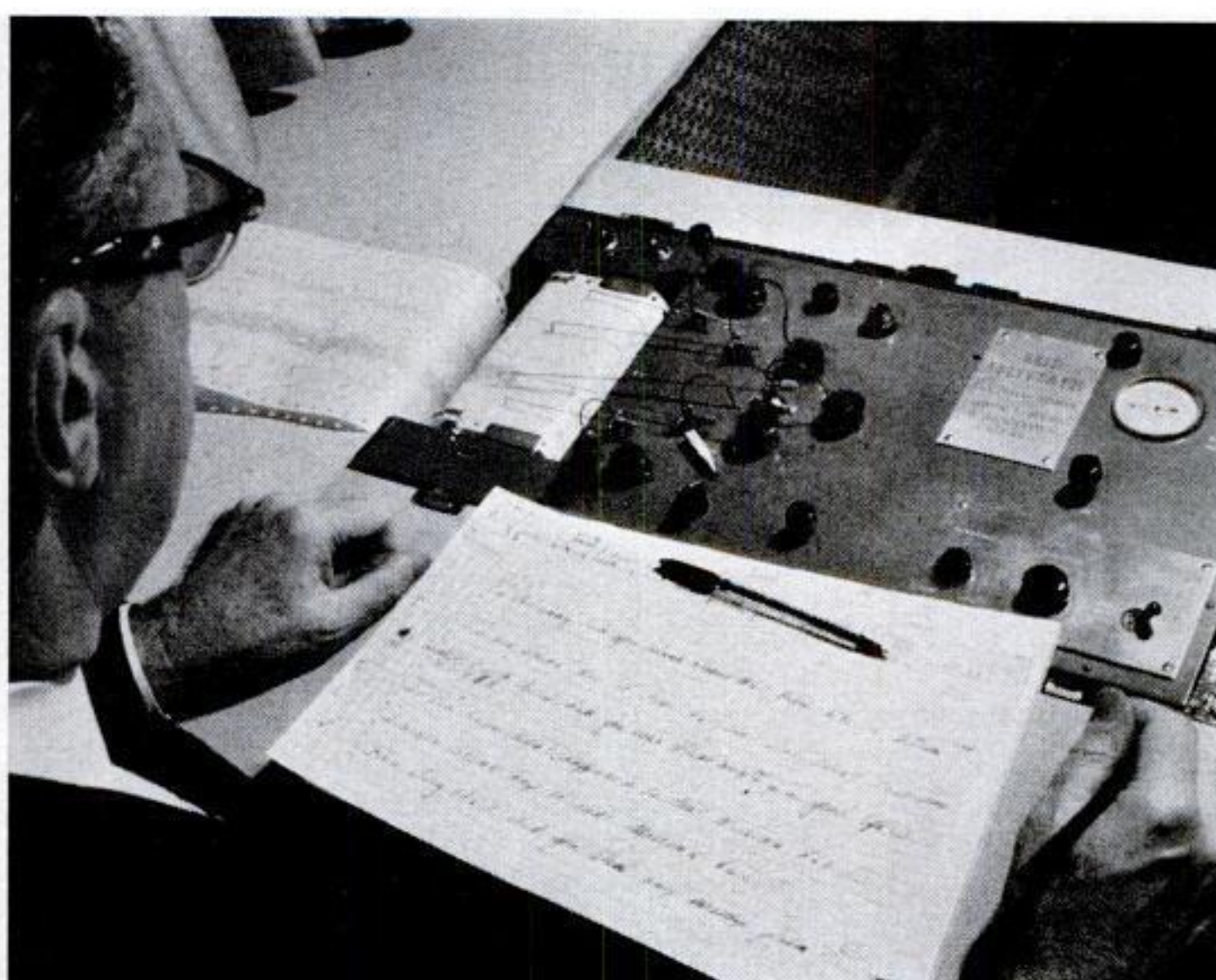
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REID AT WORK glowers (above) at subject in interview, showing by his looks and manner that he will take no nonsense. At right he carefully watches tiny lines made by lie detector's recording pens as a witness answers questions written on the paper in the foreground.



EVERYBODY IS DISHONEST CONTINUED

frequent public speaker Reid likes to ask for a show of hands of all those present who have never told a lie. He has yet to see a hand go up. Even this much honesty might be surprising to Reid if he had not also learned to his dismay that the only effective deterrent to wholesale, repeated lying is the fear of detection.

Reid is one of the nation's foremost authorities on the lie detector, a device he improved and refined. In his work he uses the detector plus face-to-face conversations and a written test he developed. An armored car firm once asked Reid to find out why the crews it sent around to factories on pay day to cash workmen's checks were reporting deficits of \$1,000 every week. By his usual process of interrogation, observation and lie-detector examination Reid discovered that 90% of the firm's employees were making away with cash. But he recommended that only 40% of the staff be fired. The rest were told he would be back in six months to re-examine them. He was. With the threat of sure discovery hanging over them, almost all the employees had become scrupulously honest. Tests given on Reid's return showed that only 2% had been stealing in the intervening months.

The prevalence of lying is particularly surprising in view of the forces that work against it. All our childhood training and family influences militate against dishonesty. Even more important than this is the fact that lying is physically hard work. Our natural impulse is to tell the truth, because it comes more easily. Lying, on the other hand, brings on measurable physical reactions:

- ▶ Our breath seems to skip and halt momentarily.
- ▶ Our pulse rate goes up sharply.
- ▶ Our bodies get tense, raising our blood pressure.
- ▶ We make small, usually unnoticed body movements.
- ▶ Our temperature changes, going up or down.
- ▶ Our saliva supply changes. In most cases it decreases; many people become dry-mouthed when they lie. (An ancient Oriental lie-detecting method consisted of giving the suspect some rice to chew. If he had difficulty spitting it out, presumably because his mouth was dry, he was judged guilty.)
- ▶ We may blink more often.
- ▶ We tend to swallow more.

Most of these telltale reactions are difficult to record and many can be disguised. The reactions take place even if the lie is not spoken out loud. When a lie is perpetrated by means of a nod, or if it is written, the same internal excitement occurs. Sometimes a man will lie by keeping silent, but even then

the lie detector will expose him. It is not unusual for a criminal to defy the lie-detector operators, declaring, "You can put that thing on me if you want, but I'm not talking." He does not have to say a thing. Under questioning by a skilled interrogator he will produce the same telltale signs.

The lie detector not only points out the guilty but also clears the innocent. Some years ago Reid was asked to evaluate the veracity of a man who had been convicted of raping a church organist. The accused had been identified positively by his supposed victim, but both the judge and the prosecuting attorney had lingering doubts. Reid's examination indicated that the man was innocent. As the authorities wondered what to do, the real criminal, hitherto unsuspected and only slightly resembling the convicted man, came forward and confessed. To prove his own guilt he produced his victim's purse.

Improving on the 'lie box'

R Reid began his unusual career quite by chance. Born of poor parents in Chicago in 1910, he graduated from De Paul University's law school during the Depression. Jobs were scarce and Reid decided to take the examination for the city's police department. He passed and, upon becoming a patrolman, asked for duty in the police laboratory. There he became increasingly interested in the use of lie detectors. He made hundreds of examinations with the "lie box" and improved on it, inventing a bellows device to record tiny body movements.

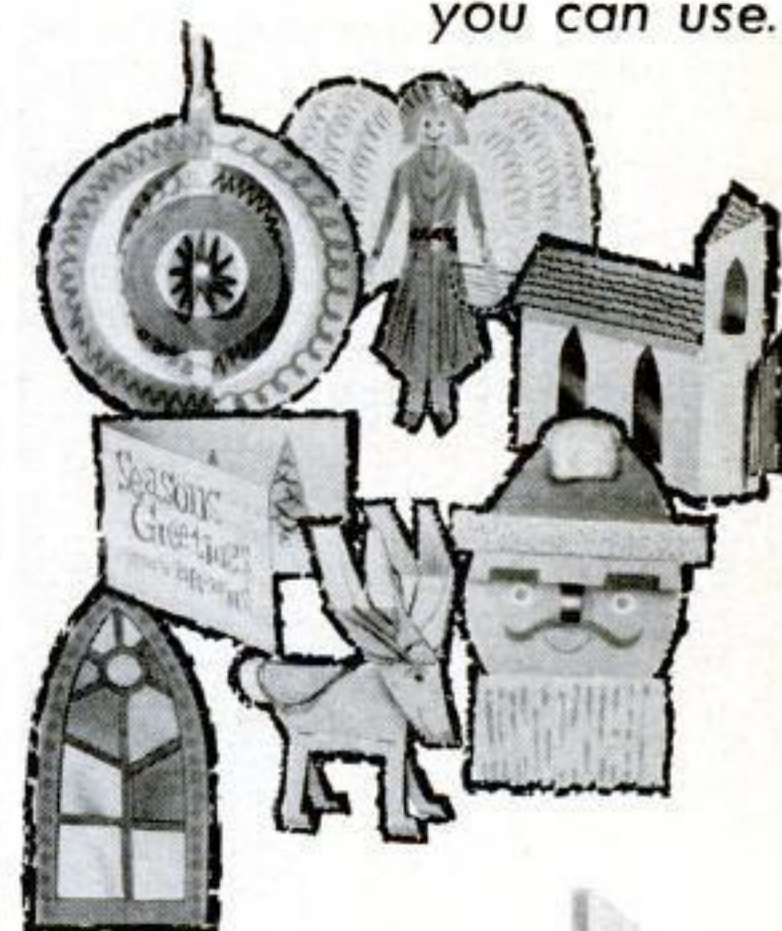
At the same time he began to think of other ways of tracking down dishonesty. Before long he came up with the Reid Report, a written exam which is available to companies that wish to test job applicants for truthfulness. Designed not so much to uncover past dishonesty as to identify potentially serious troublemakers, the report consists of 158 questions. The first 57 questions ask for basic information such as the applicant's name, address and previous jobs, but the rest are "tendency" and "control" questions. A sample tendency question is, "Do you ever dope the horses in your mind without really playing them?" The way a person answers will show whether he has a tendency to be unreliable or untruthful. "You can be sure," Reid says, "that if a man takes the trouble to handicap horses even in his head, he's going to play them sometime." Following the nags is admittedly no sin, but vending-machine companies, banks, liquor stores and check-cashing establishments have all found that horse players are not good employment risks.

Because a man's willingness to excuse others who have criminal tendencies may show that he himself

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QUESTIONS REID MIGHT ASK

Although the questions which make up his questionnaire are kept secret, Reid says the following are similar to them in all respects. Each is to be answered "yes" or "no."

1. A man took \$300 of the company's money to get an operation for his son, who would have died without the operation. He had repaid \$150 of it when his boss found out about it and fired him. Do you think the boss did right?
2. If you found a money bag marked 10th National Bank and no one saw you pick it up would you open it to see what was inside?
3. A janitor worked for 15 years at a bank which did not have a theft in all that time. One night he found a \$10 bill just inside the bank entrance. He did not turn it in. When the banker discovered this he fired the janitor. Do you think the banker did the right thing?
4. The treasurer of a company stole several thousand dollars of his company's money. When the president found out about it he told no one, and he kept the man on as treasurer. Later the president fired his own secretary for stealing \$15 from the petty cash box. Was the president right to fire his secretary?
5. A bookkeeper who was being blackmailed by a woman he had met while on vacation took \$500

in company funds to pay her off. Should he be fired for stealing the money?

6. A salesgirl charged you only \$1 for a \$1.49 item. Not until you arrived home five miles away did you discover her mistake. Would you go to the trouble of sending in the extra amount?
7. Do you think a teen-ager who steals from a company which employs him would continue to do so after marrying and settling down?
8. Do you believe it is correct to state that "if you're going to steal you might as well make it worthwhile and take it all at one time"?
9. Do you believe that nearly everybody has at some time or other taken something from his company without permission?
10. A boss paid his employees the lowest wages in the industry and made heavy demands on them. A young man with five children took \$50 from the company without permission. He intended to repay it within a month. The boss fired him in spite of the circumstances. Was this right?

How a person answers any single question is not as decisive as the pattern of his answers throughout the entire questionnaire. Reid says that in most cases the "correct" answers to all but the sixth question would be Yes.

EVERYBODY IS DISHONEST CONTINUED

has such an urge, the report contains hypothetical questions that seem innocuous on the surface. "If a man who was not completely honest had your present job," one of them asks, "are there ways he could steal without being caught?" Practice has shown, says Reid, that when a man answers a question like that, he is really answering for himself.

Certain "control" questions are designed to reveal an applicant's dishonesty while he is in the act of answering the questionnaire. These trap the potential criminal who thinks he can outsmart the test itself. A sample control question: "If a mail-order house sent you a 50¢ item free by mistake, would you send it back?" Reid says that if a man is trying to go out of his way to prove he is honest, he will answer "Yes." An honest applicant is more likely to admit that he would not take the trouble.

Because such lie-baiting questions are difficult to evaluate, Reid pays little attention to them unless the applicant's previous answers make him an obvious object of suspicion. Even so, answers to the control questions can be inconclusive and further investigation is often called for. In all his years of grading questionnaires (companies send the Report back to Reid for evaluation) he has seen only one in which all the answers were completely "correct." Because the applicant had what could be considered a perfect score, he was theoretically simon-pure. But Reid instantly smelled trouble, for he knows that no man is ever spotless. He asked the man to come in for a personal interview and took what would appear to anyone except Reid to be a tremendous gamble.

"Look, you rigged this," he told the man. "You are not going to get the job. Who are you and what kind of a con game are you playing?"

The applicant was so surprised that he actually confessed. An experienced confidence man with an instinctive sense for what sounds honest, he had

most recently been engaged in a mail-order racket involving the sale of cheap false teeth to unsuspecting people.

Ever since 1947, when he resigned from the Chicago Police Department to go into the lie-detecting business for himself, Reid has had his own staff of assistants, hired after they have successfully filled out the Reid Report. Now numbering six, they work in a pleasantly decorated suite of offices on Chicago's South Michigan Avenue. It is here that Reid conducts many of his interviews which are often the only way he can smoke out a well-concealed tendency to lie or cheat. Wherever he does his questioning, he brings to bear an intuitive sense that constantly amazes both his staff and his clients. Several years ago a Midwest construction company discovered it had suffered three separate losses by theft, presumably by an employee. Called in by the insurance company, Reid learned that while 100 employees were theoretically suspect, only 15 had been working at the time of all three thefts. He interviewed the 15 and on the basis of a few minutes' conversation with each quickly narrowed the list down to five, whose names he turned over to the insurance representative for further investigation. Then he returned to Chicago. When a week passed without further word, he became curious and called the insurance man. What had happened?

"Nothing, really," was the reply, "except that you got a little too warm. One of the five suspects was the owner's son-in-law. The loss is being straightened out within the family."

Male and female lying

ABOUT 60% of Reid's business is concerned with criminal cases. The remaining 40% consists mainly of evaluating job applicants, but he does occasionally (on referral from a lawyer or clergyman) take a marital case in which one of the partners (almost always the husband) wants his wife's

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EVERYBODY IS DISHONEST CONTINUED

fidelity proven to him (it almost always is). Although he finds himself repeatedly giving wives clean bills of health in such cases, Reid does not believe that men necessarily lie more often than women. But men do seem to have different reasons for being dishonest, especially over money. They lie or steal for personal gain, while women more often lie to help or protect another person: a sweetheart, a sick relative or a child. Men also confess more readily than women, perhaps, Reid believes, because they feel their guilt more strongly and consequently react more violently to the questioner's relentless probing. A woman's reactions during a lie-detector test, in fact, are almost always less apparent than those of a man. The women justify their conduct to themselves so convincingly, says Reid, that they actually *feel* less guilty.

Although lying is universal, a person's economic and cultural background has much to do with his skill as a liar. Someone brought up in a city slum, where stealing is prevalent and lying is often considered a justifiable defense against any charge, is hard to test for truthfulness because he does not take his crime so seriously. Give the slum child a good education and better surroundings, says Reid, and he will react just as strongly as the well-born child.

While environment does have an effect, Reid has no evidence that any one racial, religious or national group lies more or less than any other. Nor does he believe that conventionally religious people are any more or less honest than those without faith.

For a man dedicated to the cause of truth Reid is remarkably tolerant of most lying. There is much to be said for the average social lie, he thinks, for without it the world would be a harsh and uncomfortable place. "If even 10% of the population was completely truthful, you'd have an impractical world. The 10% would be so disliked that the rest of us would never associate with them. A nice lie at the right time can be just the thing. If you go to a friend's house for the evening and have a terrible time, for instance, you still say 'Thanks for a lovely evening' when you leave. Lies like that oil the world's creaking wheels and keep us all going."

Despite the widespread popular belief that mixing truth and falsehood will help make a lie convincing, Reid strongly advises against attempting to do so. If you must lie, he says, be bold. Be loud and aggressive, and be sure to take the initiative. He cites the story of a man who, years after it had happened, confessed to a narrowly averted domestic crisis.

While out of town on business, this man had engaged in a peccadillo during which he was foolish enough to have signed his own name and address to a hotel register. Some weeks later the mail at home contained a letter from the hotel—call it the Cosmopolitan—addressed to him and his wife and expressing the hope that they would soon again favor the hotel with their business. To the normal man with a guilty conscience this would clearly have spelled doom. But the culprit was an instinctively good liar. He grabbed the envelope and stormed up to his wife.

"When were you at the Cosmopolitan?" he asked aggressively.

"Why, not for months," she said.

"Then why in the devil do they send us letters like this?" he growled.

"I don't know, dear," his wife said meekly. The subject never came up again.



BOLD APPROACH is best lying technique, says Reid, who recalls husband who successfully covered up clandestine hotel tryst by accusing his wife.

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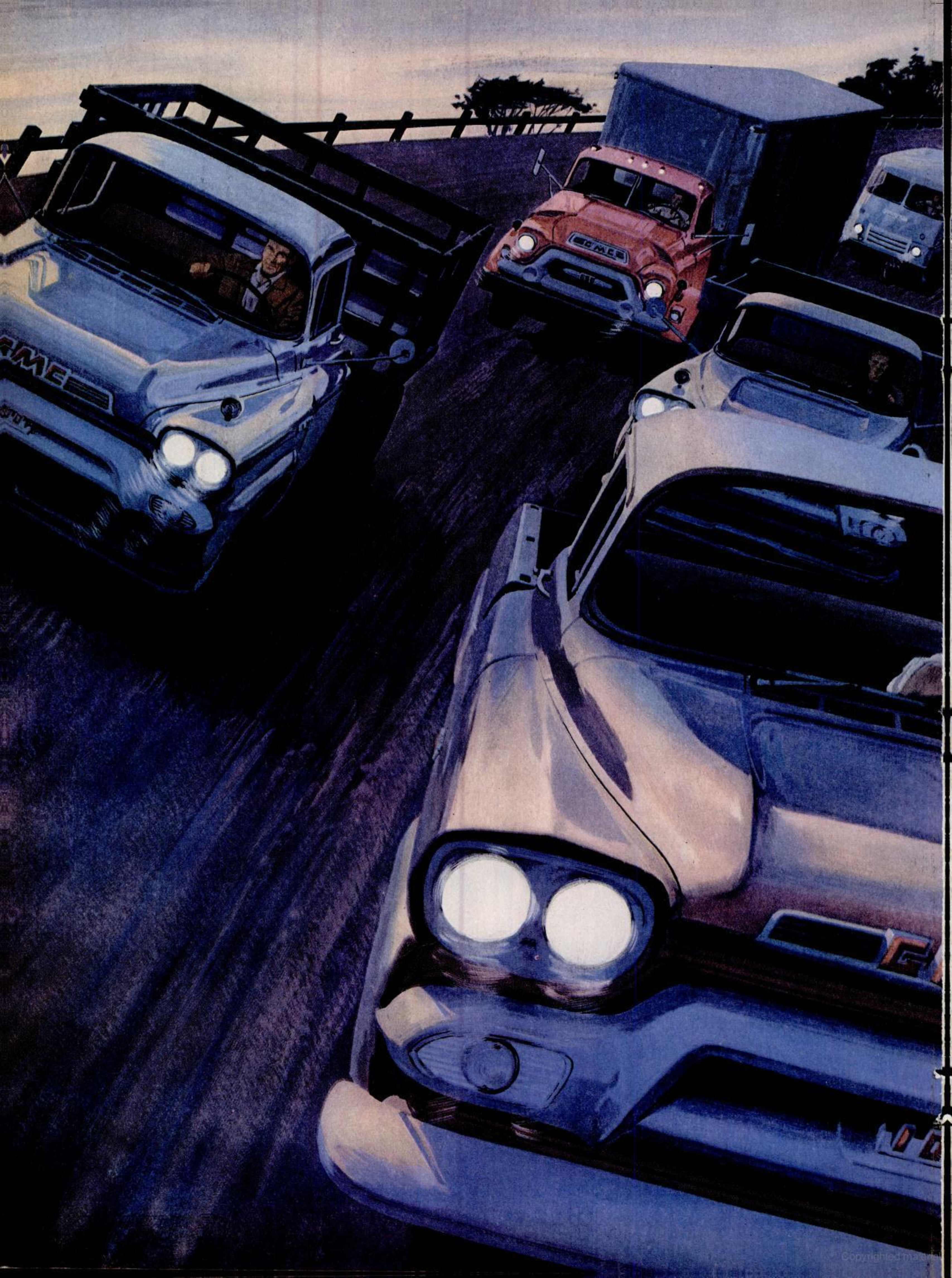
No cooking. No mistakes possible! Thousands of tests in the General Foods Kitchens prove you just can't fail with Jell-O Chiffon Pie Filling, newest wonder of the dessert world.

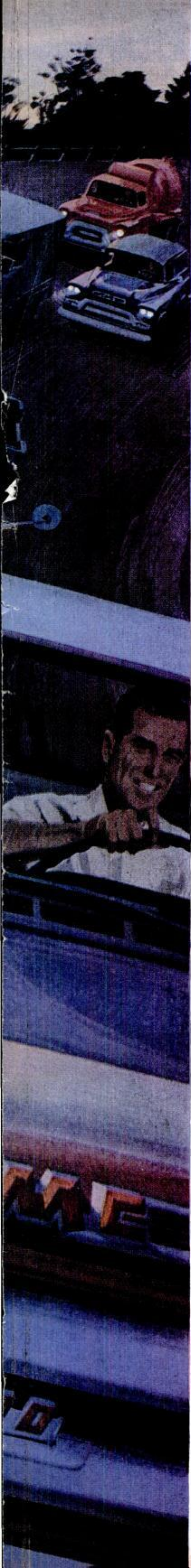


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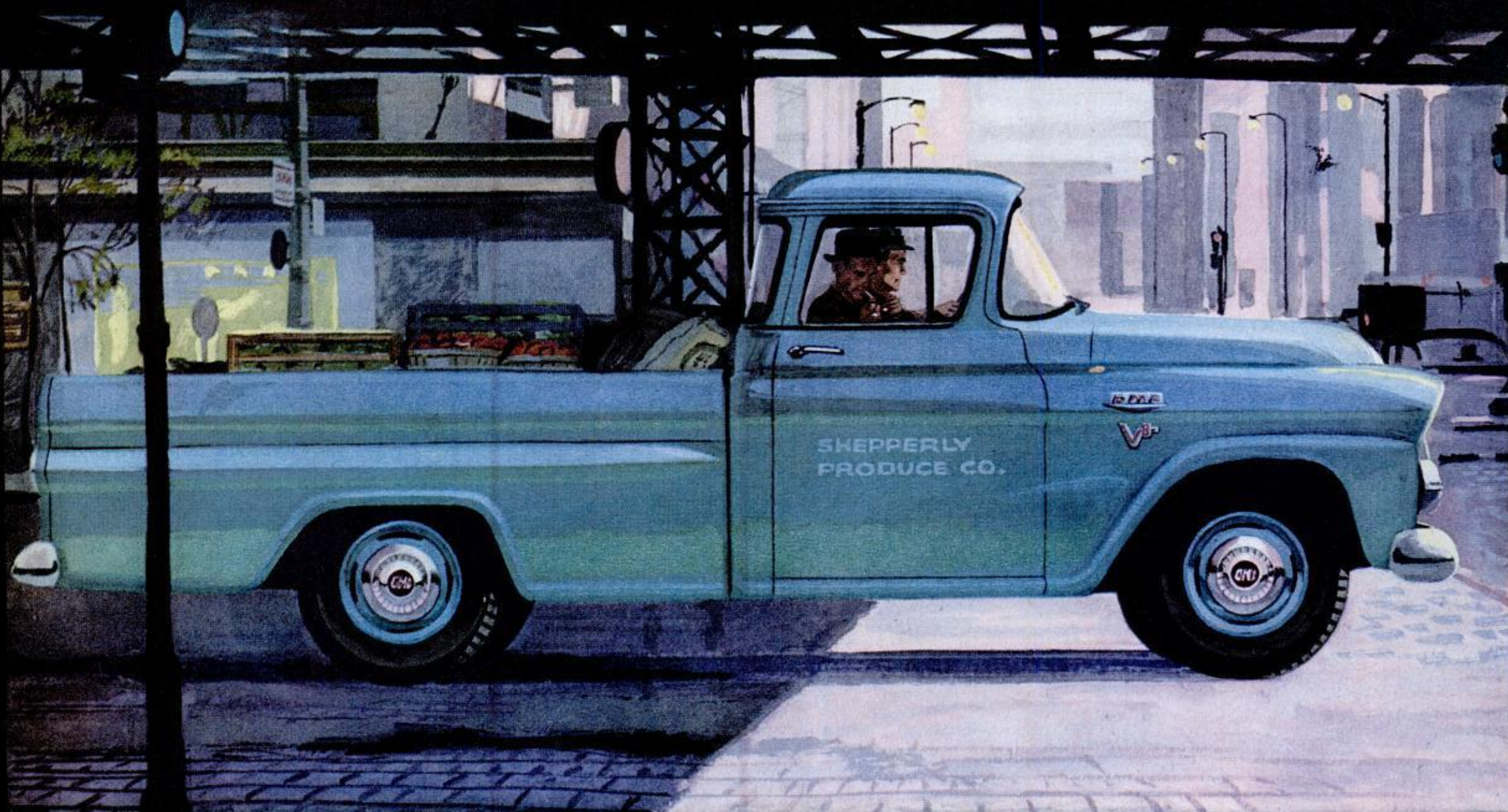
But perhaps even more important, Operation “High Gear” is a new philosophy . . . a new attitude of mind. It is demanding teamwork of the highest order between our men in engineering, manufacturing, sales and service. And it is paying off—by giving you lighter, tougher,

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The next two pages give you some of the details of what you can expect from GMC as a result of Operation “High Gear.” We urge you to study these pages and drop in on your nearest GMC dealer.

Turn the page and see how Operation “High Gear” can pay off for you!

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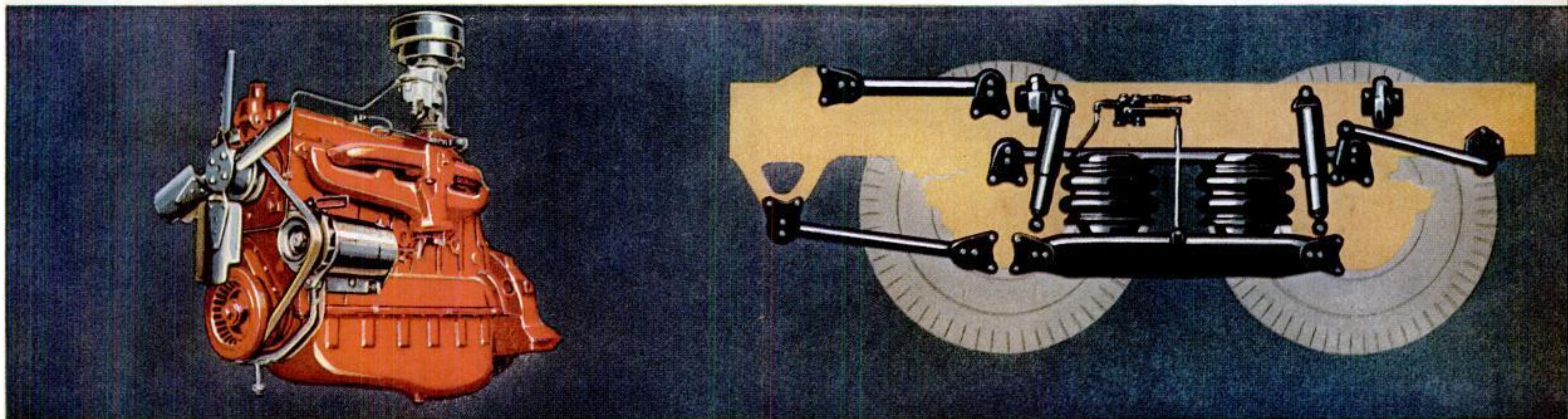


New! Big Payload Diesel Hauler! This new D860 is the lightest weight 90-inch BBC diesel on the road in its class and costs the least to operate. GCW to 65,000 lbs. It is powered by the famous GMC Super Economy 6-71 Diesel Engine, which cruises at engine speeds as low as 1650 RPM with plenty pulling power and gradeability.



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8-, 10- or 12-foot bodies. Hydra-Matic transmission is *standard*, synchromesh available. Engine, chassis and axles are all *truck-built* for long, reliable service. For larger loads, GMC's new P350 fills the bill, with GVW up to 19,500 pounds.



For trucks only! GMC engines are built for trucks. Rifle-drilled connecting rods . . . bearings with 7 times ordinary life . . . rotating "free valve" action . . . are some of the reasons for GMC's rugged dependability.

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Happy Home Life for a Leopard Kitten



RIDE IN CAR with Mrs. Kinloch was always fun to Aringa. He would cry loudly if not taken along.

When her husband brought home a cardboard box and deposited it on the floor saying, "I've got a baby leopard for you," Mrs. Elizabeth Kinloch threw up her hands at the thought of having a leopard around the house. Though her husband was game warden for Uganda in Central Africa and she was used to strange animals, a leopard was not her idea of a pet. But she was so touched by the kitten's helplessness and weak cries of hunger that she took it in.

At first Aringa had to be bottle-fed. Soon he graduated to raw meat, particularly enjoying white mice. He ate them whole except for the tails which he would leave in a neat row by his dish. By the time he was 6 weeks old, Aringa had become an affectionate companion of the family and their dog. But gradually he became more assertive. When he began to stalk and claw the neighbors' dogs, the Kinlochs sadly had to send him off to a life behind bars.



PLAYFUL KITTEN, the young leopard loved to roll on the sofa waving his paws waiting to be rubbed under the chin. He used to stalk and "kill" cushions

or jackets which he would then proudly carry off and hide in his own private lairs in the garden or house, much to the consternation of the native houseboys.

CONTINUED

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dress right—you can't afford not to



LEOPARD KITTEN CONTINUED



STEALING A MEAL of bananas from the dining room, Aringa kept a wary eye out for his owners. Once he smelled food he would screech till fed.



UNCEREMONIOUSLY CARRIED HOME by the Kinloch's dog whenever he strayed off, the cub would then be dropped at the feet of Mrs. Kinloch.



FAVORITE RESTING SPOT for Aringa was squarely on top of his protector. He and the dog liked to play with each other and even swam together.



The best reason
to give him
the **new** Schick
comes after the shave



Newest idea in shaving!
New Built-in *Superaction*
Edge. A Schick exclusive.
Look for the new blue cap.
Buy now! Most stores offer
14-day FREE home trial
that starts Christmas Day.



Inspiration! Also in Auto/Home
model. At home or on the go,
he's only a cord's length away
from a perfect shave.

He'll love you for the good things new Schick Powershave says about him. That he's an up-to-the-minute kind of man—a man who cares about the way he looks. You'll love him because he is that kind of man. Looks good—feels smooth. Always clean shaven and nice to snuggle up to.

New Schick Powershave with *Superaction* Edge is the gift for him. Simply because it shaves best—because it's 3 ways the most powerful shaver going. *Powerful fast*—18,000 shaving strokes a minute. *Powerful close*—shaves deep down where the beard begins. *Powerful gentle*—no pinching or pulling, ever. Yes, this year, the best reason to give him the new Schick—comes after the shave.



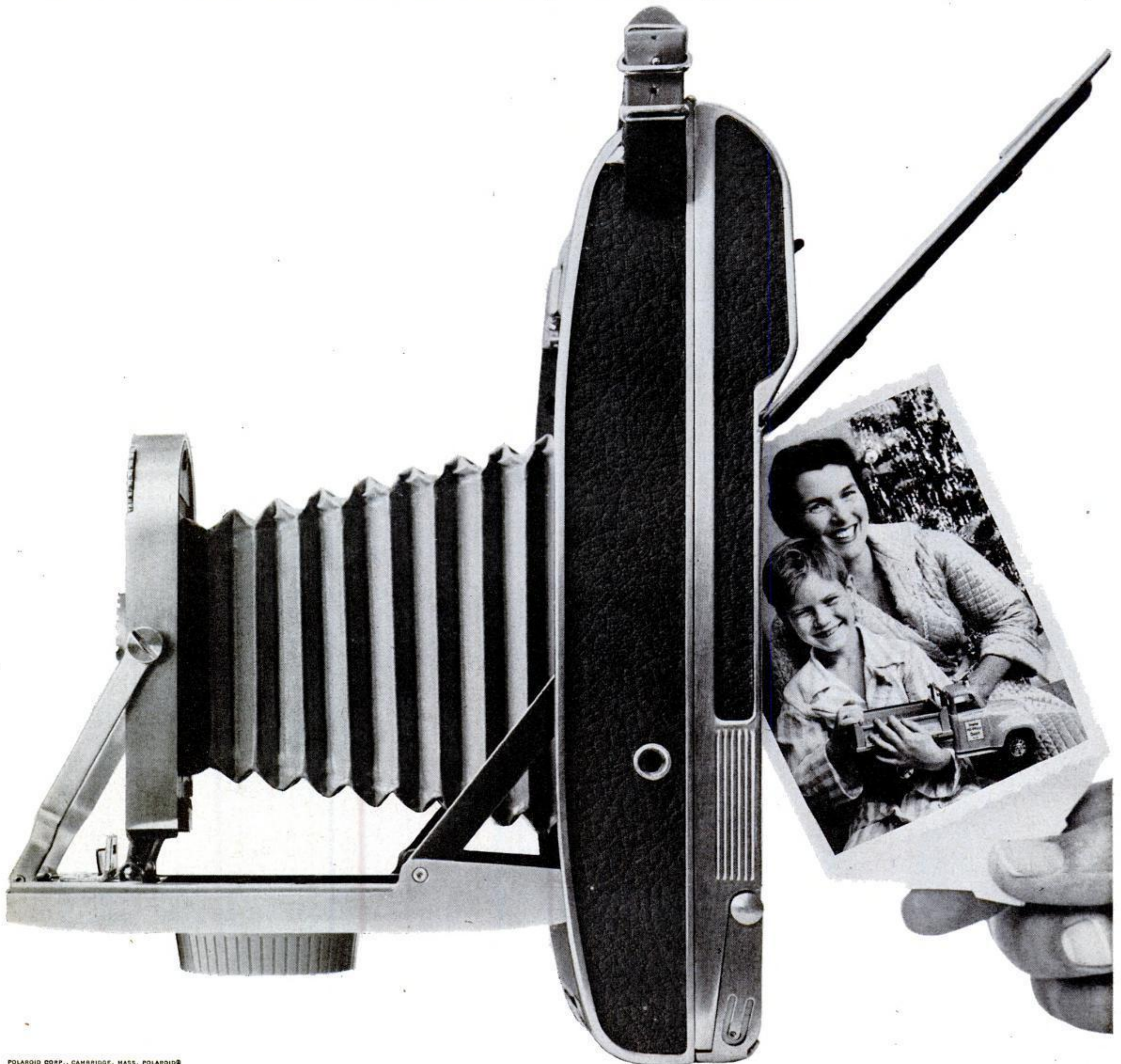
For beards
tough as cactus,
skin tender
as a toy balloon

NEW SCHICK POWERSHAVE
WITH **SUPERACTION EDGE** • NEWEST IDEA IN SHAVING

Merry Christmas colors: Glacier White ○ Royal Black ● Desert Tan ● Forest Green ●

ALSO SOLD IN CANADA

1...2...3...4...5...6...Was I smiling, Bill?...9...10...11...12...13
...14...We'll see in a minute, dear...18...19...20...21...22...23...24...
25...26...Can I take the picture out, daddy?...30...31...32...33...34
...35...Is it a minute yet, daddy?...40...41...Now, daddy?...44...45...
46...How'd you know I wanted a Polaroid Land camera, dear?...54
...55...56...57...58...59...60...Boy! What a picture!



MODIGLIANI

New Burst of Fame Comes to Dissolute Genius of Art

Just from the way he looked, people could guess that he was an artist. The tousled hair, the loose silk scarf, the melancholy eyes and poetic face—all made up the classic image of a creative man. Amedeo Modigliani was indeed an artist, one of the greatest of the 20th Century. His brief life—a desperate tale of poverty, ill health, tormented love, debauchery and rejection—has become one of the most sensational and poignant legends of the art world. Today, almost 40 years after his death, the legend of Modigliani is gaining new strength. A French company has made a movie of his life. His illegitimate daughter has written his biography. Major exhibitions of his work are being held here and abroad and a Modigliani painting last month sold for a record auction price of \$57,800. This resurgence promises to bring Modigliani the kind of fame that came years ago to Van Gogh.

The beginning of Modigliani's life was singularly out of key with the degradation of his final years. He was born in Leghorn, Italy in 1884 into a cultivated Jewish family. He was carefully schooled in philosophy, literature and art. At the age of 14 he abandoned all other studies and enrolled in an art school. So began his true life, a life dedicated to art and consumed by it.



Wearing a hat, scarf and air of respectability, Modigliani sat at the Cafe du Dome in 1916 with inevitable drinks and cronies of Left Bank: Art Critic Adolphe Basler (*left*) and bohemian Poet Adulbert (*right*).



Masterpieces Swapped for Drinks

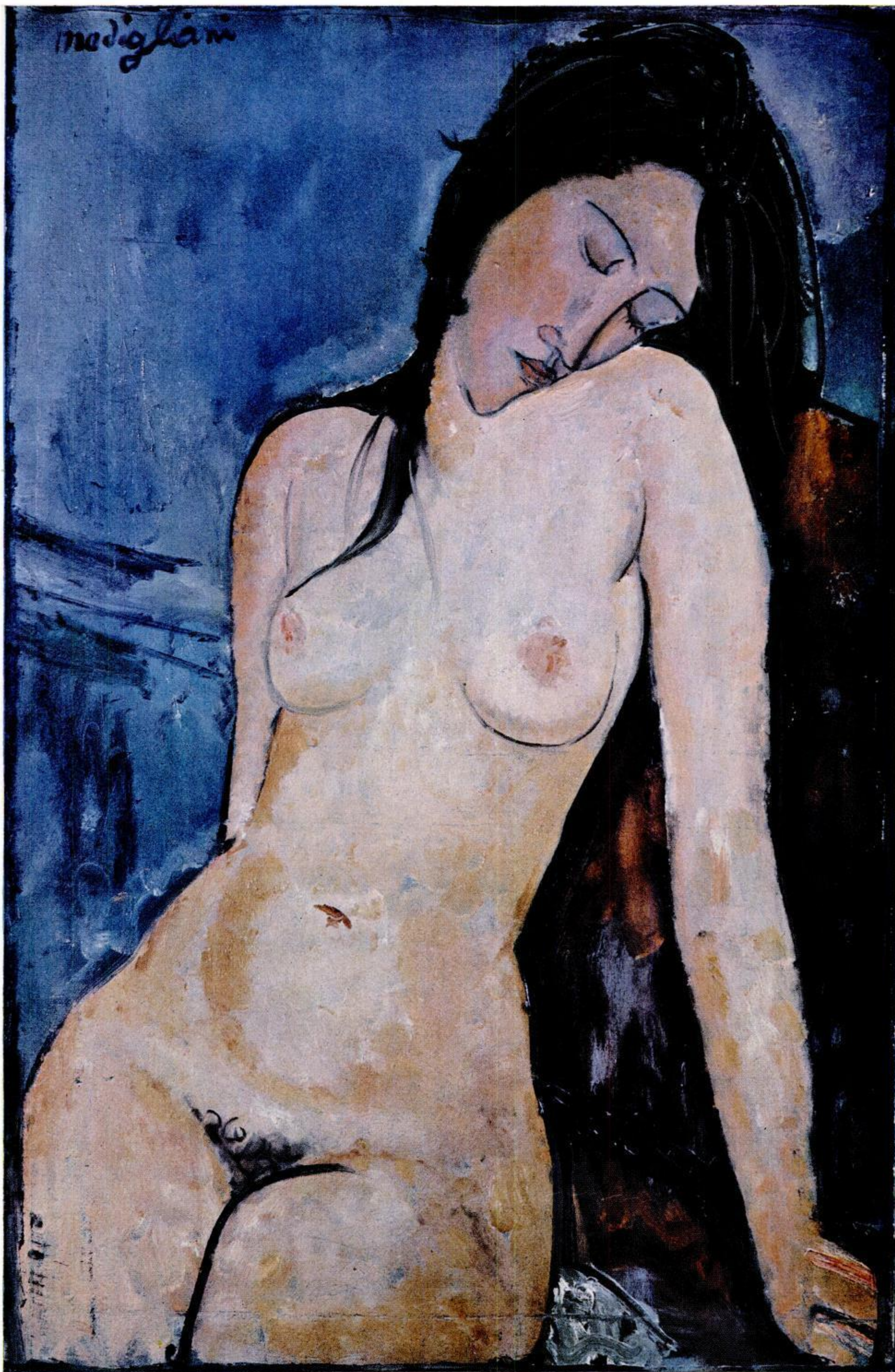
In 1906 Modigliani arrived in Paris, a shy young man of 21. After renting a studio in Montmartre, he bought himself a velvet suit and signed up for classes at an academy. But, neglecting his classes, he stayed in his studio, painting and sketching intensively and carving blocks of stone that he had wheedled out of local masons. Slowly he evolved a highly original style of distorted forms inspired by the medieval art of his native Italy and the primitive idols of African sculpture.

Before long his money ran out and Modigliani's life abruptly changed. Gypsying about from one lodging to another, constantly strapped for money to buy food and art materials, he turned to liquor and drugs to bolster his spirits and blot out his feelings of failure. To pay for these excursions into "artificial paradise," as he called it, he roved about the cafes peddling his drawings for five francs (about a dollar). No longer shy and retiring, he became notorious for his drunken sprees, his oratorical outbursts, his aggressive gallantry with women. And the subtle, graceful drawings he strewed along his wanton way were generally torn up, used as wrapping paper or lost.



With a sharp glance toward his model, Modigliani began a sketch in his studio on the Rue de Ravignan around 1915. Even when drunk he drew with a deftness and delicacy which one admirer described as a "ghost of a caress." Drawings, like nude (*right*), today sell for \$2,500.



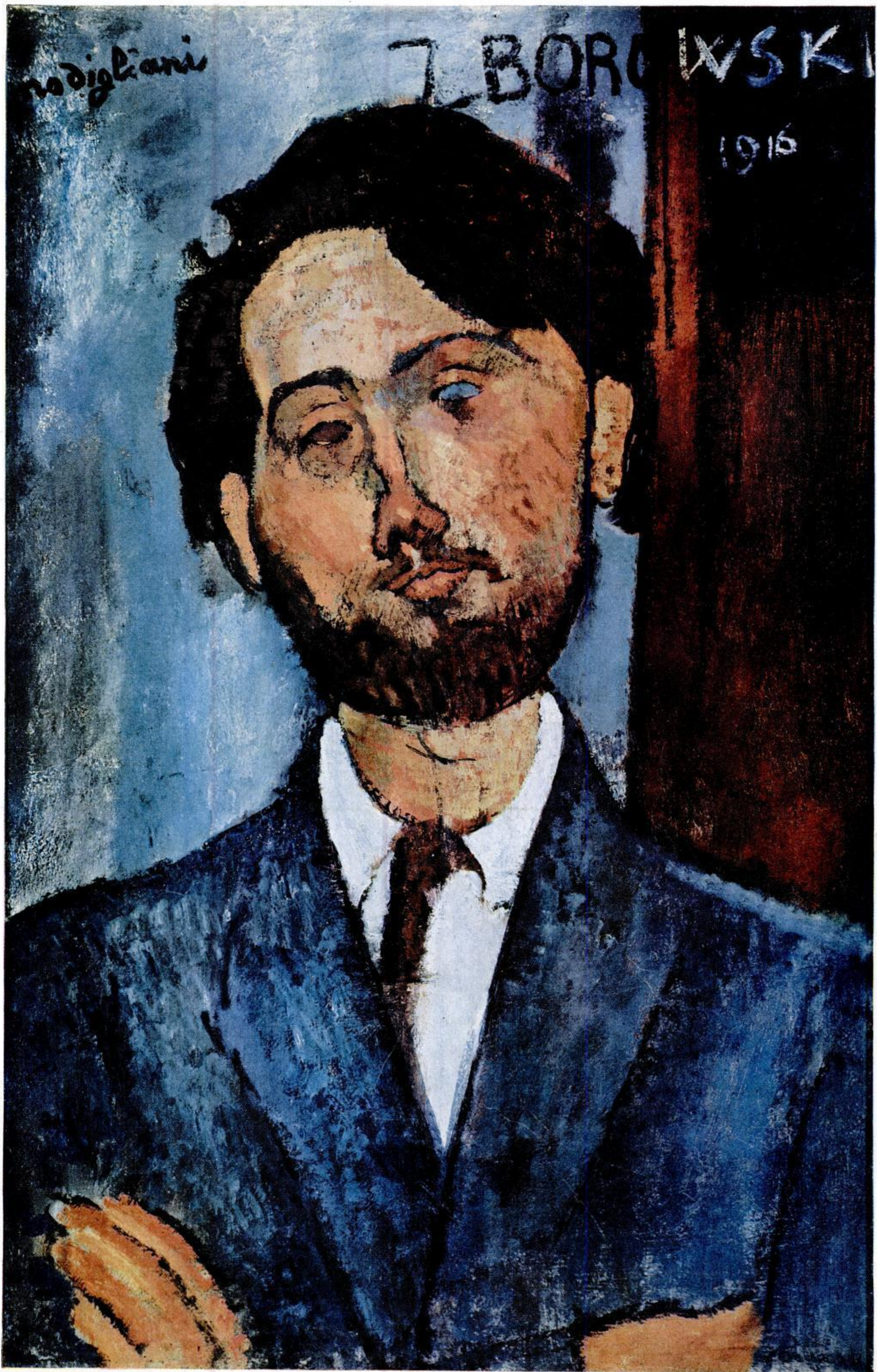


COURTESY OF HOME HOUSE TRUSTEES, LONDON

SEATED NUDE, done in 1917, embodies the sensuous and sinuous beauty that the Paris public in Modigliani's day found to be

shocking. But although her explicit nudity creates an erotic effect, her poignant, downcast face evokes an image of innocence.

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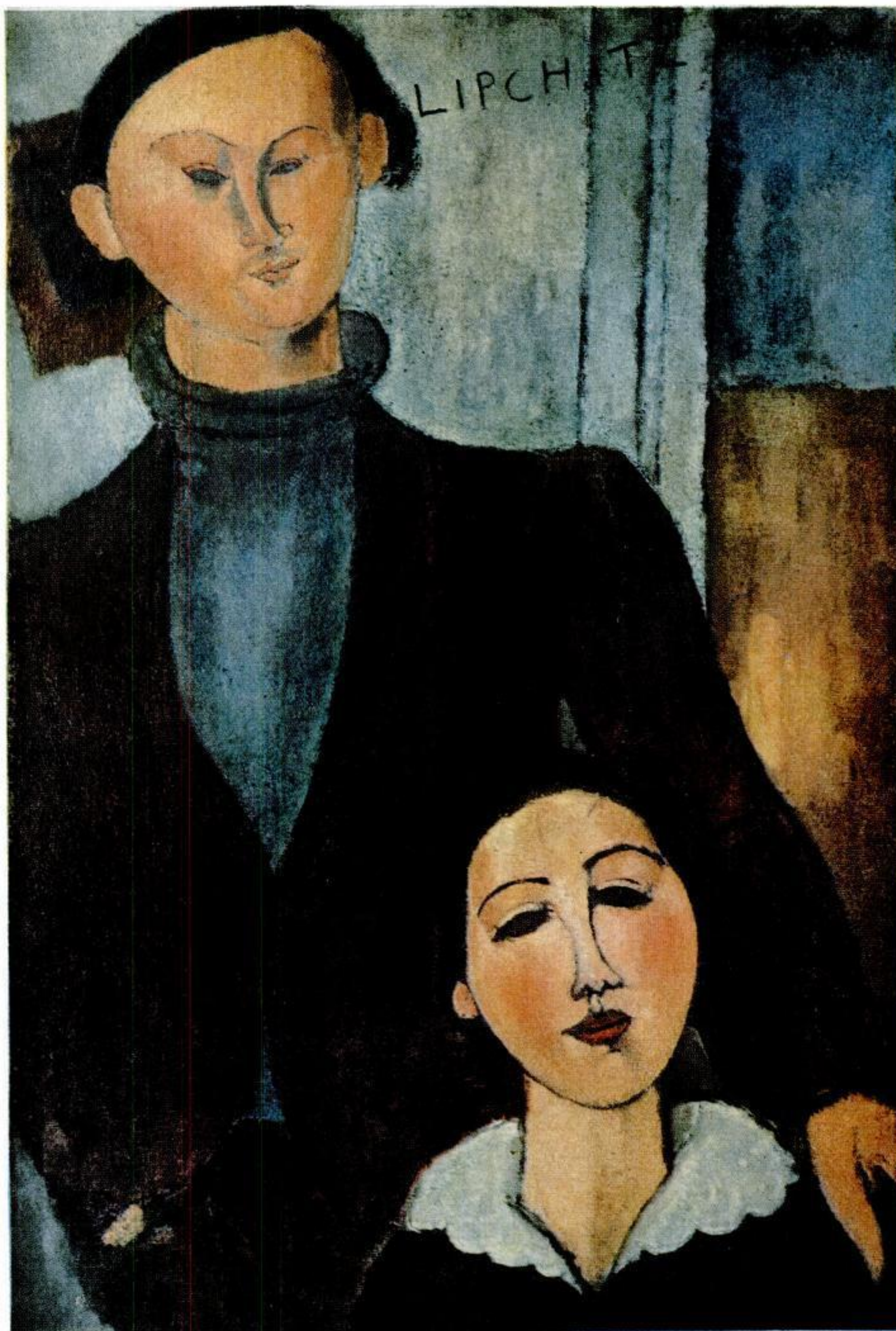


COLLECTION GEORGE GUGGENHEIM-STRAUSS

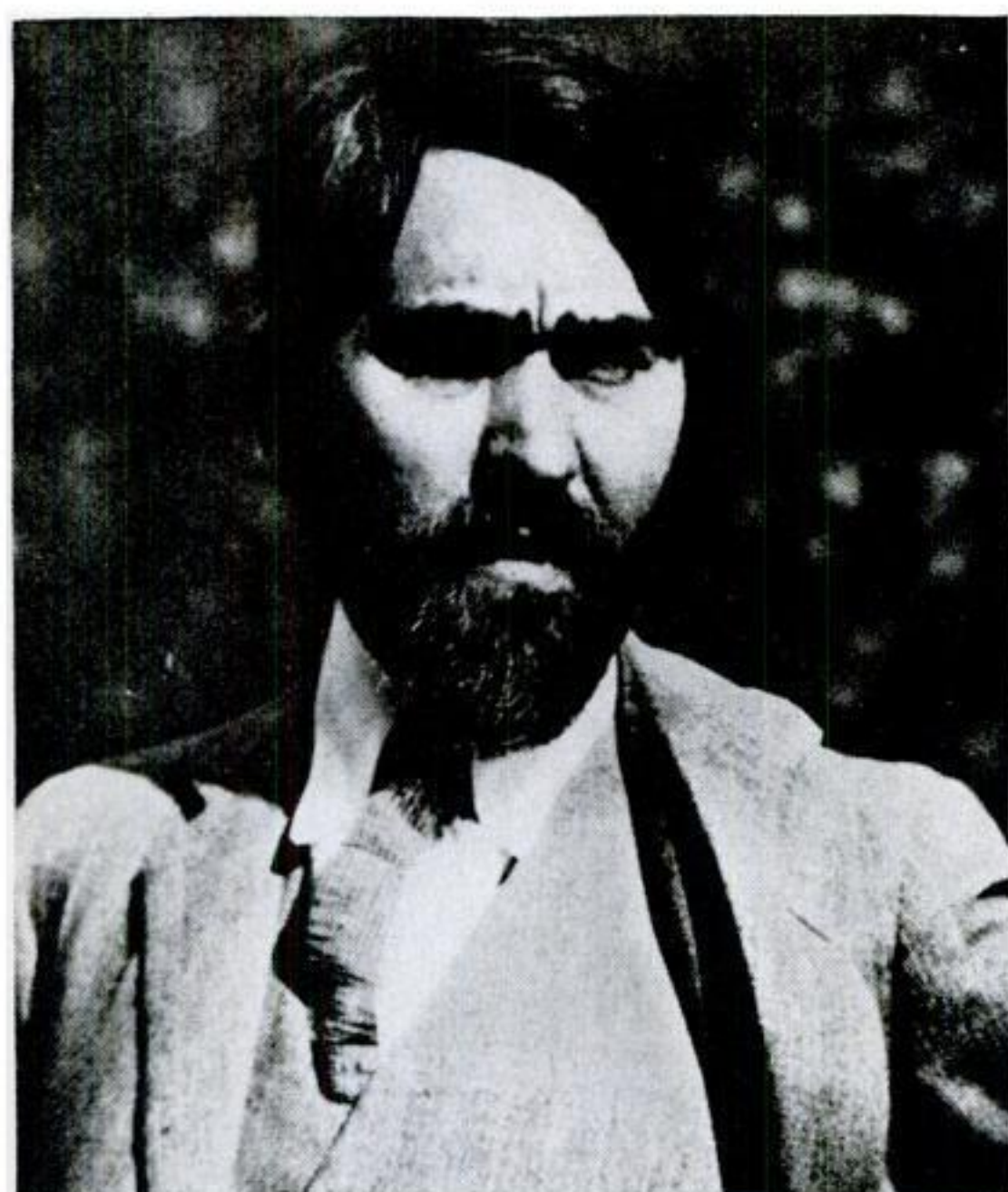
The Habitues of His World

Sooner or later in the dozen desperate years that he lived in Paris, Modigliani painted nearly everyone in his circle. Artists, dealers, poets, workmen, waitresses—all the habitués of Montmartre and Montparnasse were pressed into service as his models. Since he was continually changing his own shabby quarters—mostly from failure to pay rent—Modigliani set up his canvas wherever he found his sitter, in boudoirs, cellars or the studios and homes of friends.

With the inevitable bottle of wine close at hand, Modigliani worked feverishly to complete each painting in a single session, as if he feared there would be no tomorrow. Yet within those few hours he would conjure up a likeness which vividly seized the mood and manner of the subject. Although generally equipped with the trademarks of his style—the seesaw almond eyes, the elongated nose, the oval head set askew on a tubular neck—each portrait sharply impaled the sitter's personality.



ART INSTITUTE OF CHICAGO

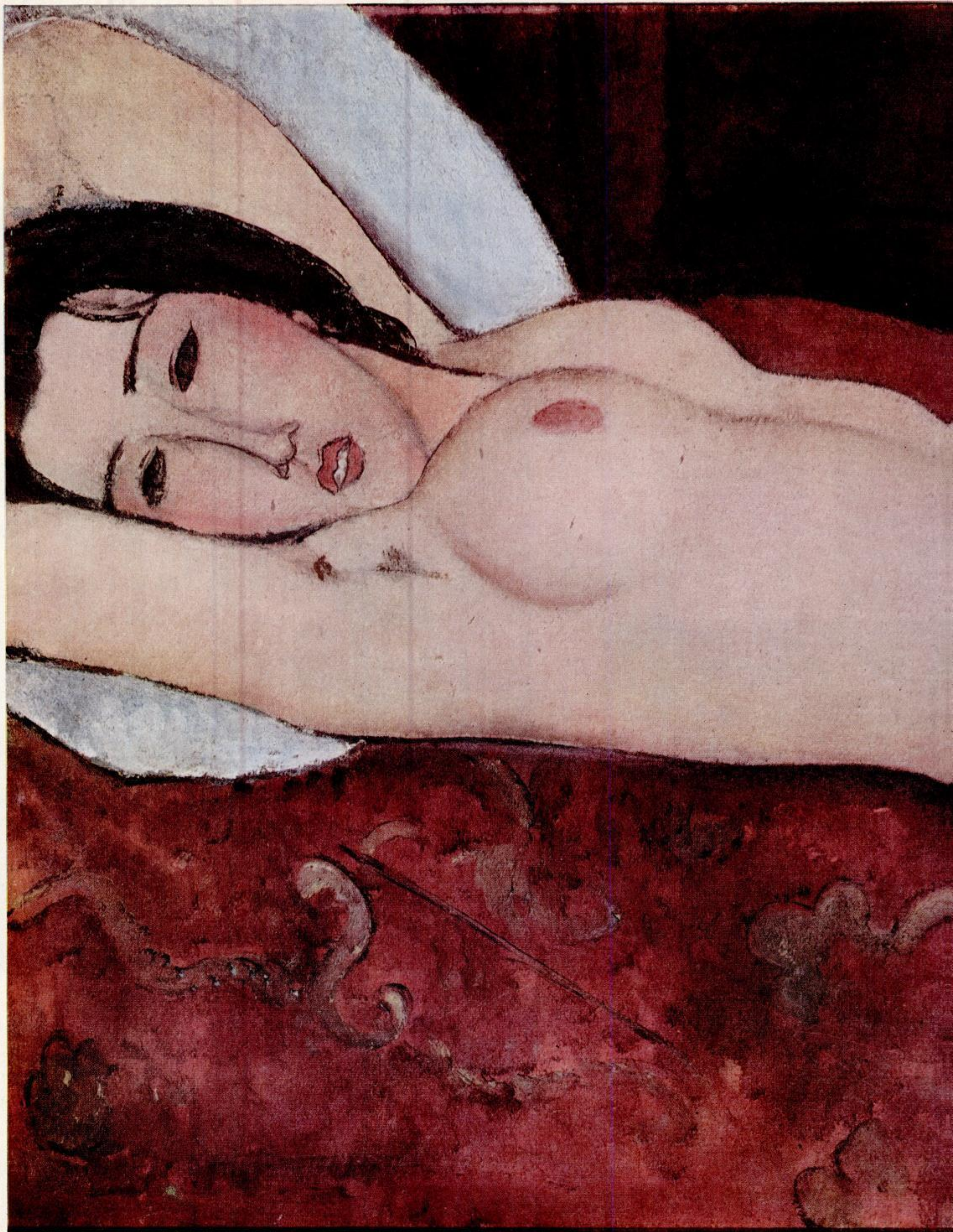


Around 1915 Leopold Zborowski (*above*), an impecunious Polish poet, decided to dedicate himself to Modigliani. Giving him food, materials and as much money as he could scrape up, Zborowski began the almost fruitless task of trying to sell Modigliani's work. Between rounds, he posed for the painter, who caught his two-toned eyes and his patient, gentle disposition (*left*).



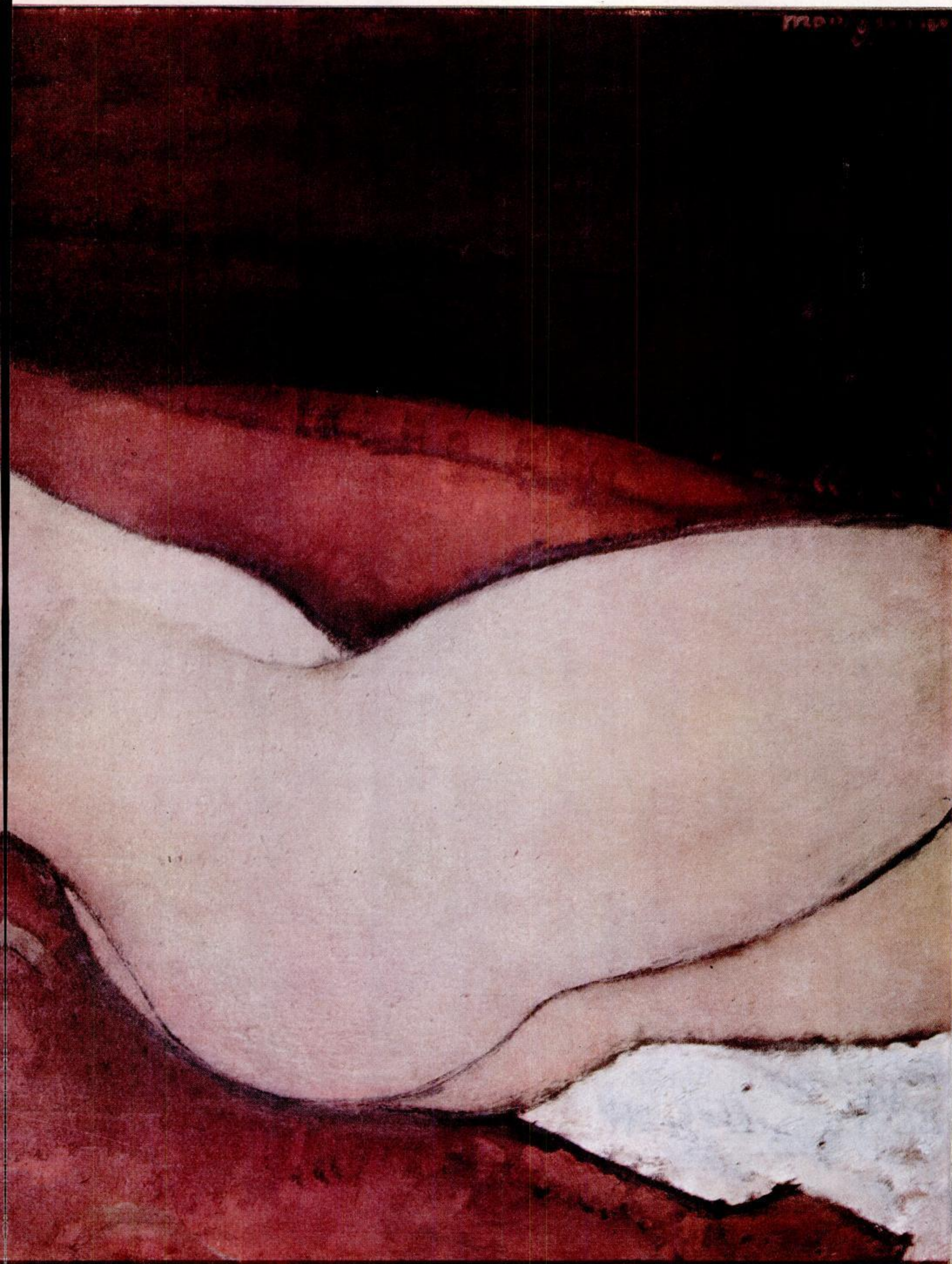
In 1916 the Lithuanian-born sculptor Jacques Lipchitz commissioned Modigliani to paint him and his bride. Inspired by their wedding photograph (*left*) Modigliani tossed off the above portrait in one afternoon. But Lipchitz, anxious to pay more than the 10-franc-per-sitting fee, pretended to be dissatisfied and insisted Modigliani work on the portrait for another 10 days.

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From 1917 to 1919 Modigliani painted a series of reclining nudes whose poses were inspired by the famous

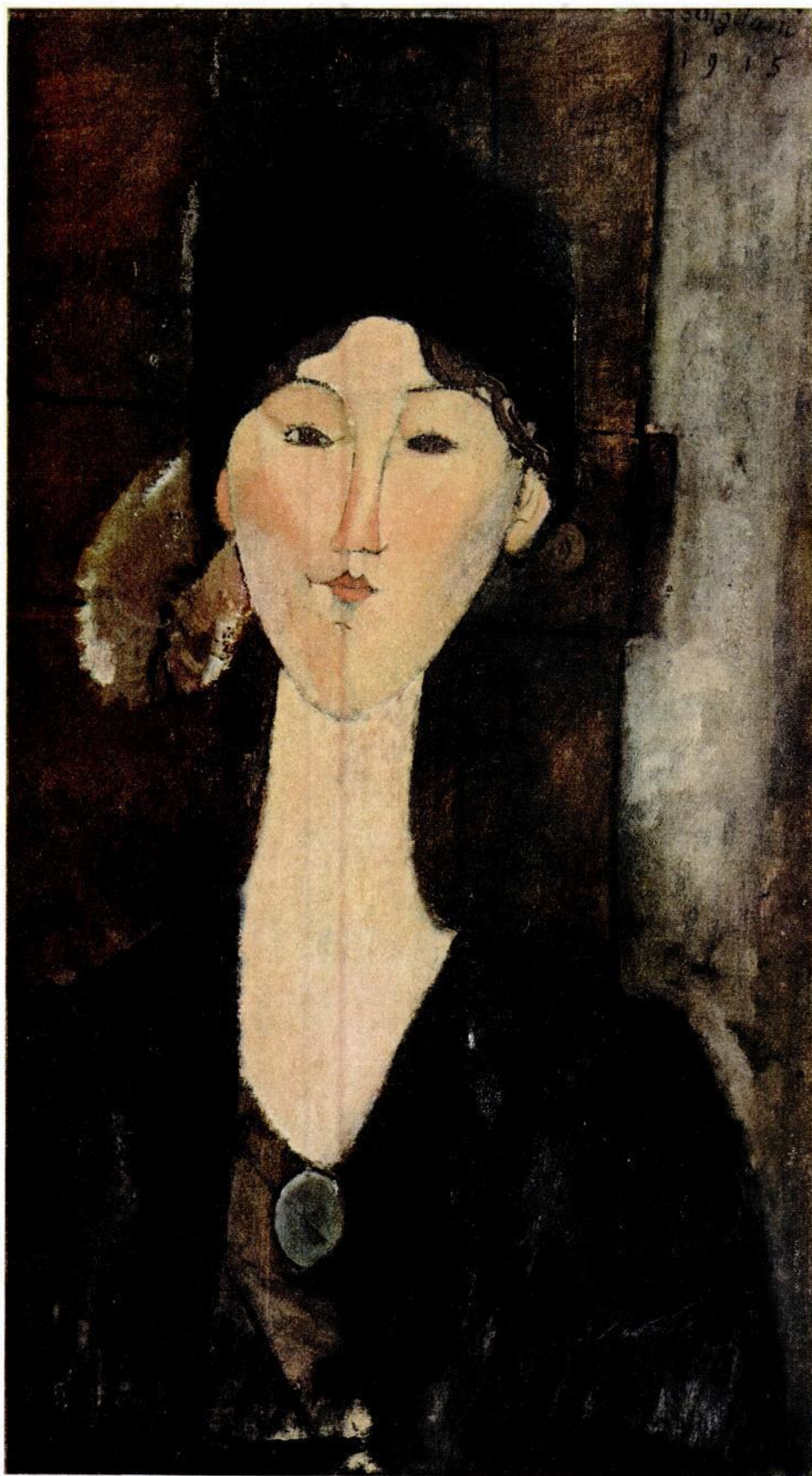
Venuses of Titian. But unlike his Renaissance compatriot, Modigliani endowed his nudes with a bold seductiveness.



When paintings like the one above, whose model is unknown, were hung in a Paris gallery, the police had them

removed. But today critics find in their rhythmical lines and earthy tones the elegance and beauty of great art.

CONTINUED



CRITTER FOUNDATION, SCARSDALE

Wearing one of the fancy hats which she often sported, Beatrice Hastings posed for Modigliani

in 1915. A rich eccentric, she also carried about, as part of her costume, baskets of quacking ducks.



For carnival in 1917, Jeanne dressed as pseudo-Russian in blouse and boots.

Mistresses and Models

Of the many women who shared an hour, a month or a year with Modigliani, only two had a lasting effect on the artist and his work. The first, Beatrice Hastings, was a well-born English poet whom Modigliani met in 1914. For two years he lived in her small cottage in Montparnasse, painting her portrait 10 times and drawing her endlessly. His art became more sure, his style increasingly individual. But his life with Beatrice grew more and more tempestuous, and eventually, after a succession of rows in her hollyhock garden, he left her.

Within a year Modigliani had formed the final and deepest attachment of his life. At the pre-Lenten carnival in 1917 he met Jeanne Hébuterne, a slim, 19-year-old art student. They became inseparable and Modigliani's friends had hopes that Jeanne would bring health and order into his life. But the painter was already spent with drink, drugs and disease and Jeanne's only desire was to please him. For three years she posed for him, cared for him, bore him a child. And when he died, she leapt from a window to rejoin him in death.

In 1918 Modigliani painted a wistful head of Jeanne, framed by cascade of hair.

modigliani



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Orphaned daughter of artist sat happily on lap of Modigliani's mother who took her in.

The Prince of Bohemians

Modigliani's headlong race toward self-destruction was partly the result of his pampered early life in Italy. As the baby of his family, Modigliani was treated with special affection and favor. After a nearly fatal bout with typhoid left him permanently weak, his family catered all the more to his desires and foibles. When he was caught in a youthful affair with the housemaid, they laughed it off. When he wanted to throw over his studies to become a painter, they promptly sent him to art school, first in Leghorn and then in Florence and Venice.

These centers of culture were headquarters for the young intellectuals of Italy, the "twilight group" of writers and artists who were permeated by an end-of-the-century mood of pessimism and rebelliousness. Their intolerance of life drove many of them to violent and tragic ends. Yet Modigliani had little reason for pessimism. He won a student prize and was highly praised for his "disciplined and studious" devotion to his work. When he left for Paris, he was confident about his prospects.

But away from Italy and the comforting security of his family and friends, Modigliani became intensely lonely and inhibited. He was bothered by the subtle light of Paris, his inability to seize the effects he was striving for. He destroyed his work ruthlessly and when a visitor admired one of his portraits, he snapped, "Picasso would give that monster a kick in the pants." Discouraged and enraged, he turned

CONTINUED



Daughter Jeanne, now married and a teacher in France, holds her own baby daughter.



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Black & White Scotch Whisky opens the door to pleasure in homes the world over! It's the favorite of most folks, because its quality and character never change.



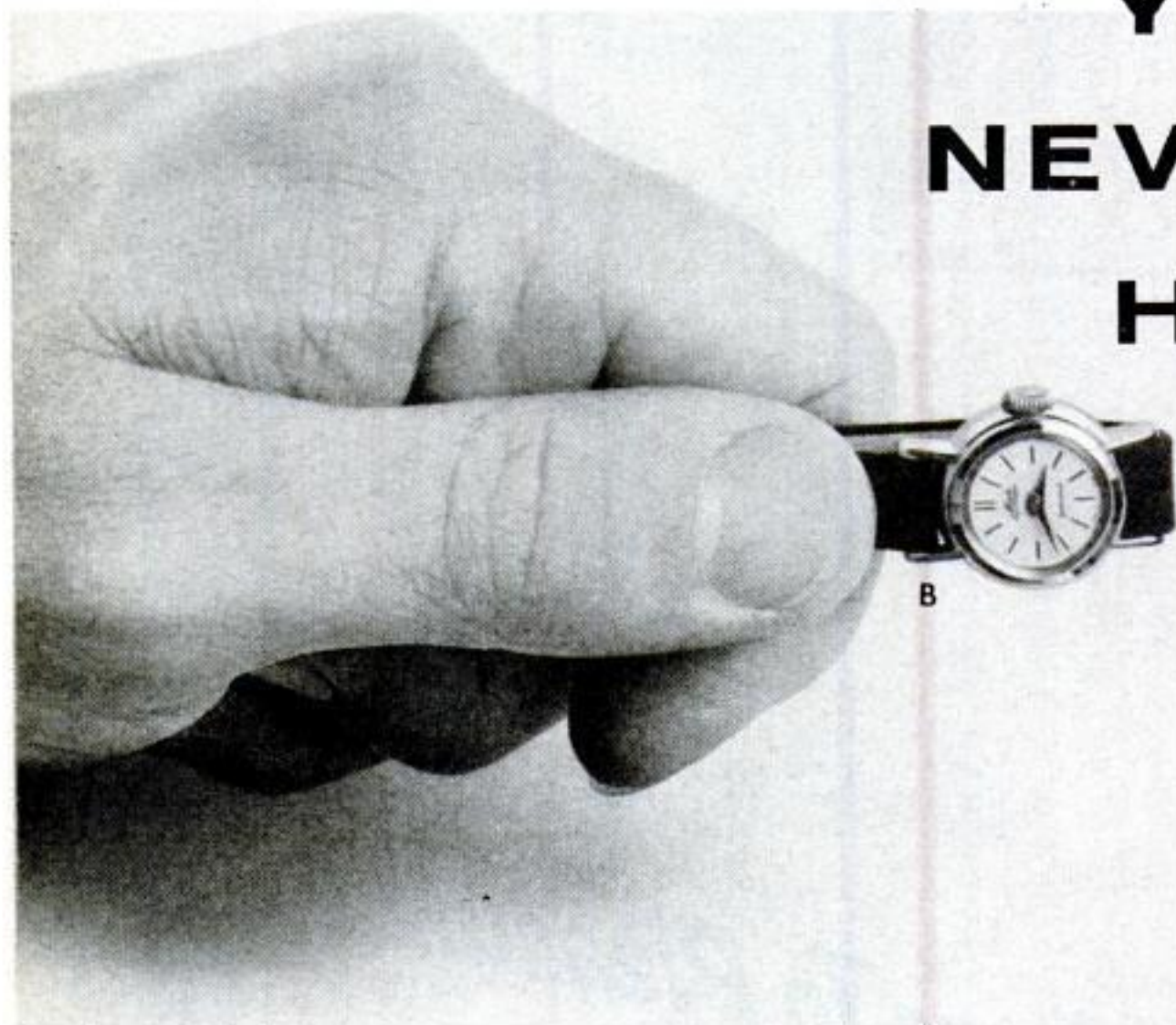
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Mido watches have shown this unusual kind of stamina in the heat of the Sahara, the ice of Alaska, the damp of the Congo. A Mido is *fully* waterproof*—so waterproof you can swim or bathe with it. Protected against severe jolts and accidental falls. Anti-magnetic. Mainspring can't break. The *worry-free* watch!

Amazingly enough, Mido ladies' watches are just as sturdy, yet fashionably *tiny*. And Mido "Miniatures" are tinier still—smaller than a dime.

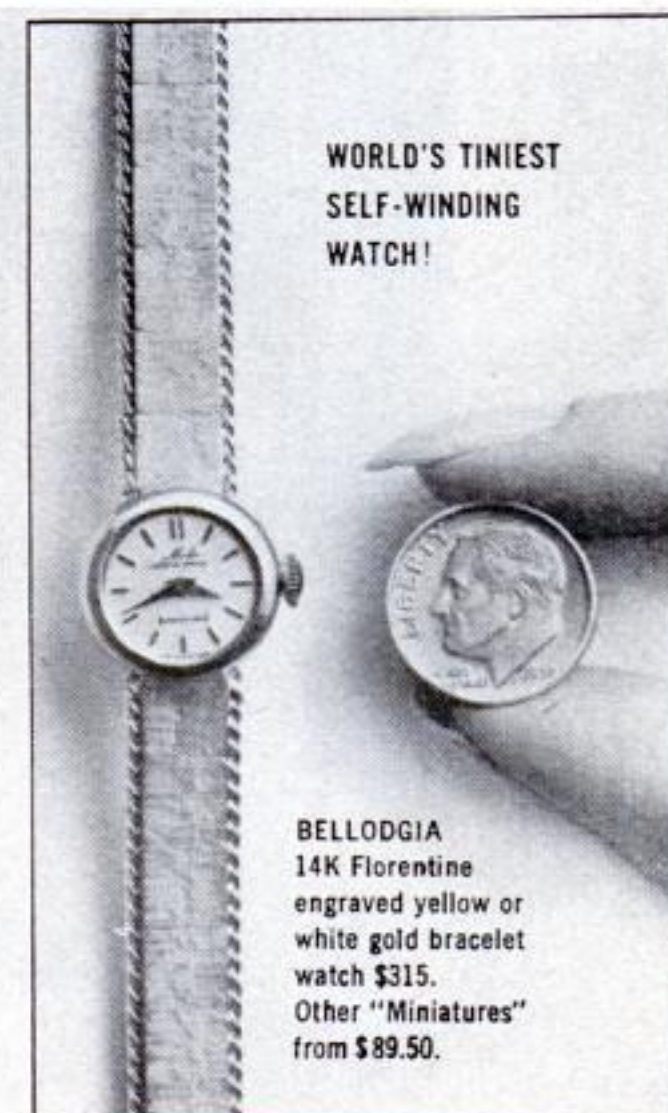
Go to your jeweler and pick your Mido now. Because Mido makes *only* self-winding watches, you can choose from the largest gift selection of styles. Give a Mido with pride. And for interesting literature, write Mido, Dept. L58, 580 Fifth Ave., New York 36. In Canada: 699 St. Maurice St., Montreal.

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Other "Miniatures"
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MODIGLIANI CONTINUED

to sculpture, which was and remained his real love. But the stone dust irritated his lungs and he repeatedly had to stop and recover from the effects.

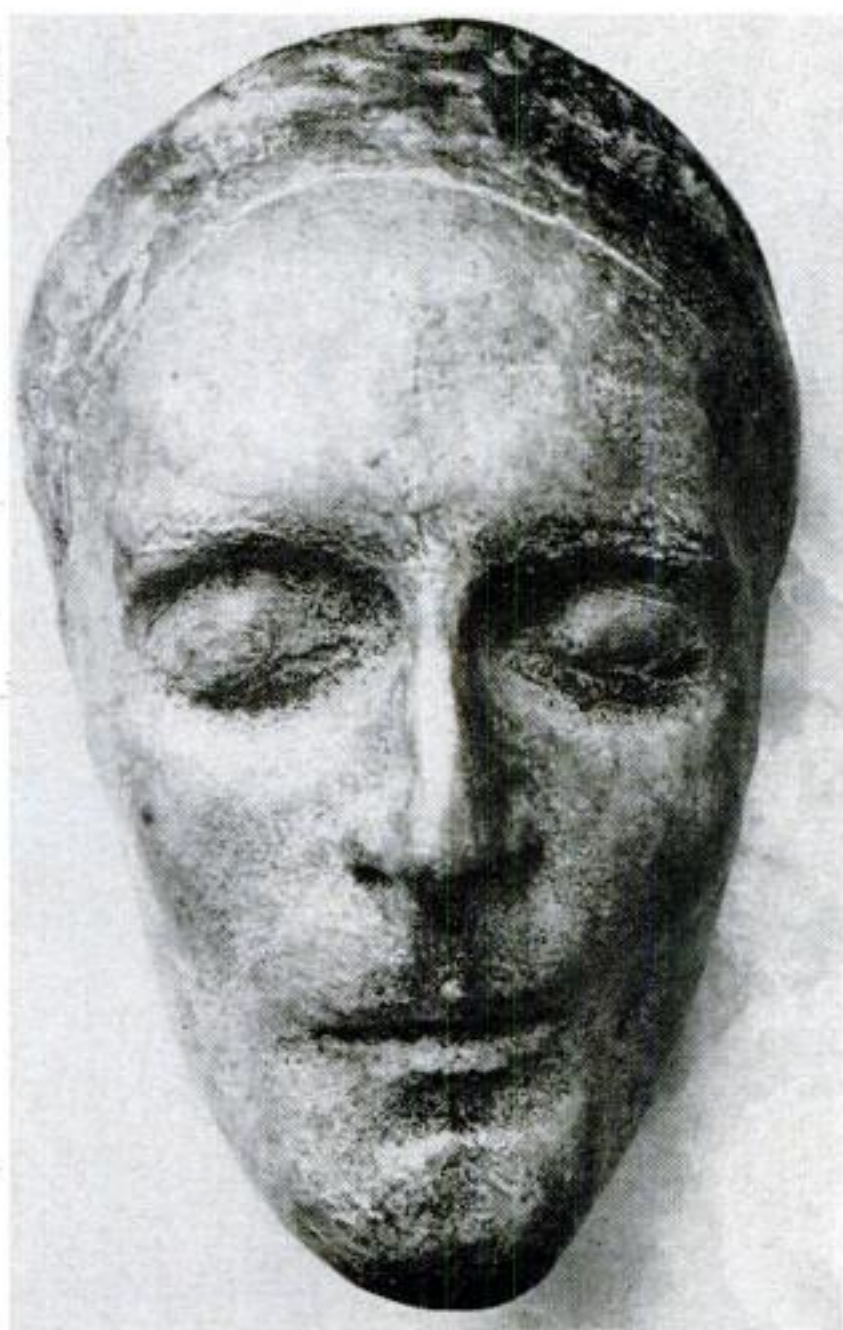
A year and a half went by before Modigliani found any patron for his work. By that time he had already begun to seek solace in wine and hashish. The effect on his art was unmistakable. He felt free to distort the contours, to exaggerate the colors, to carve out the idol-like images of his imagination. The effect on his life was revolutionary. In his drunken ragings through Montmartre and Montparnasse, he would shout lines of Italian poetry and set fire to tablecloths and even his fellow artists' work. At home in the middle of the night, he was apt to start banging away at his sculpture, to the curses of his neighbors. Often he spent the night under a cafe table, in a police station, or stretched out, naked and blissful, on a friend's flower bed. Once, drunk to oblivion, he was stuffed by jokesters into a garbage can. When he came to, his knees poking his chin, he wryly dubbed himself "a god in a dustbin." But to the rest of Paris, he was the "prince of the bohemians."



MODIGLIANI CARVING

When Modigliani settled down with Jeanne Hébuterne, his life became a little more disciplined. Within a single year he produced 125 paintings which his dedicated friend, Zborowski, patiently took around to dealer after dealer, occasionally managing to sell one for \$20. But Modigliani, now ravaged by tuberculosis, gradually returned to his desperate, dissolute ways. He sought out his old drinking companion, the painter Utrillo, and staggered through the cold rainy nights with Jeanne trailing forlornly after him. Then one bleak January night in 1920, his friends found him dying. Jeanne, pregnant with their second child, was sitting helplessly beside him in the freezing studio. Everywhere about them lay empty sardine tins and wine bottles.

All Montmartre and Montparnasse followed Modigliani's cortege to the grave, and the police, who had often run him in, stood at attention. On the way, dealers dickered with Zborowski, offering him \$160 for a painting. (In 24 hours the price had quadrupled.) After the funeral, Zborowski wrote to Modigliani's brother: "Today Amedeo, my dearest friend, rests in the cemetery of Père Lachaise, covered with flowers. . . . The world of young artists made this a moving and triumphant funeral for our dear friend and the most gifted artist of our time. . . . He was a son of the stars for whom reality did not exist. . . ."



Death mask of 35-year-old artist was made by his friend, the sculptor Jacques Lipchitz.



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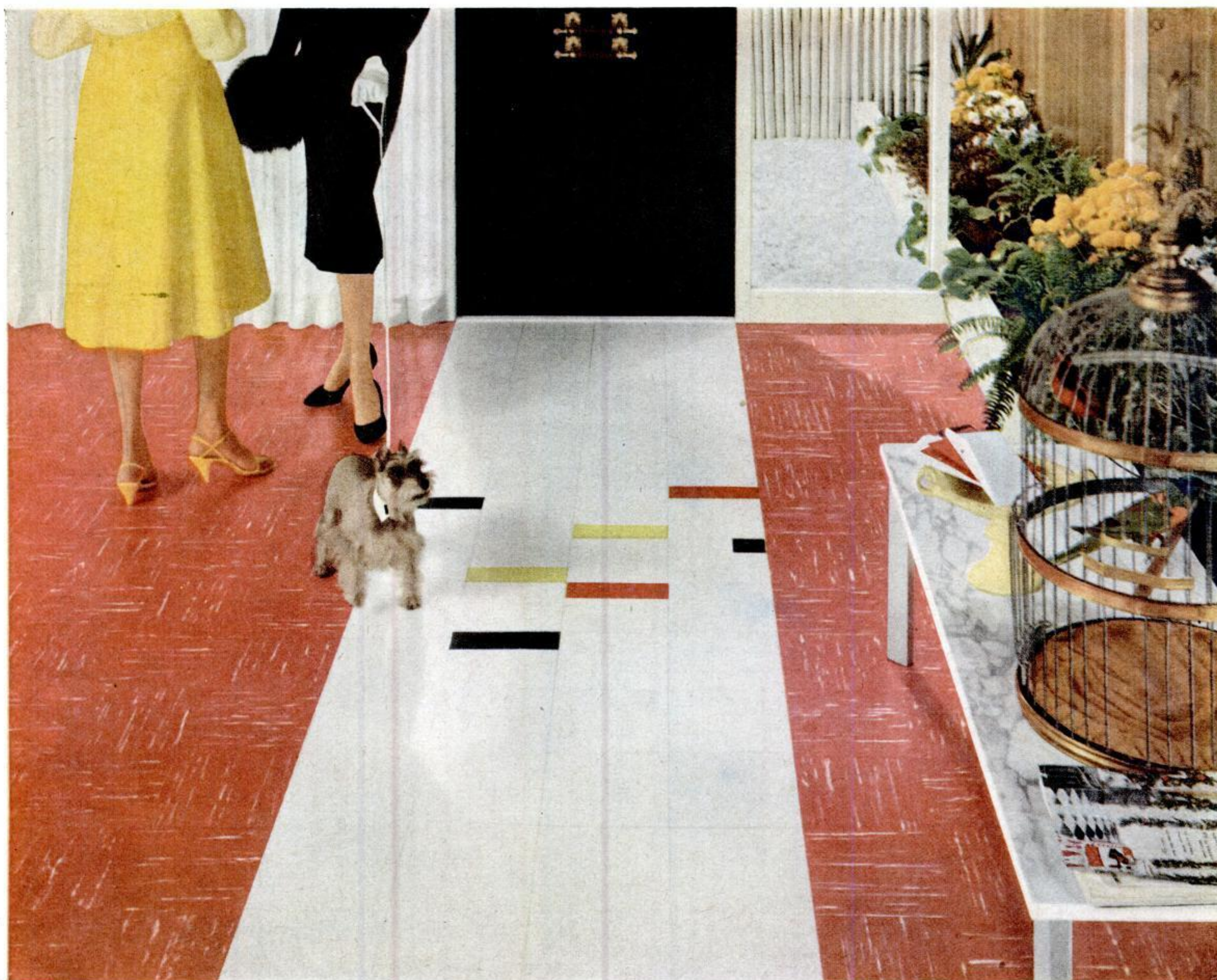


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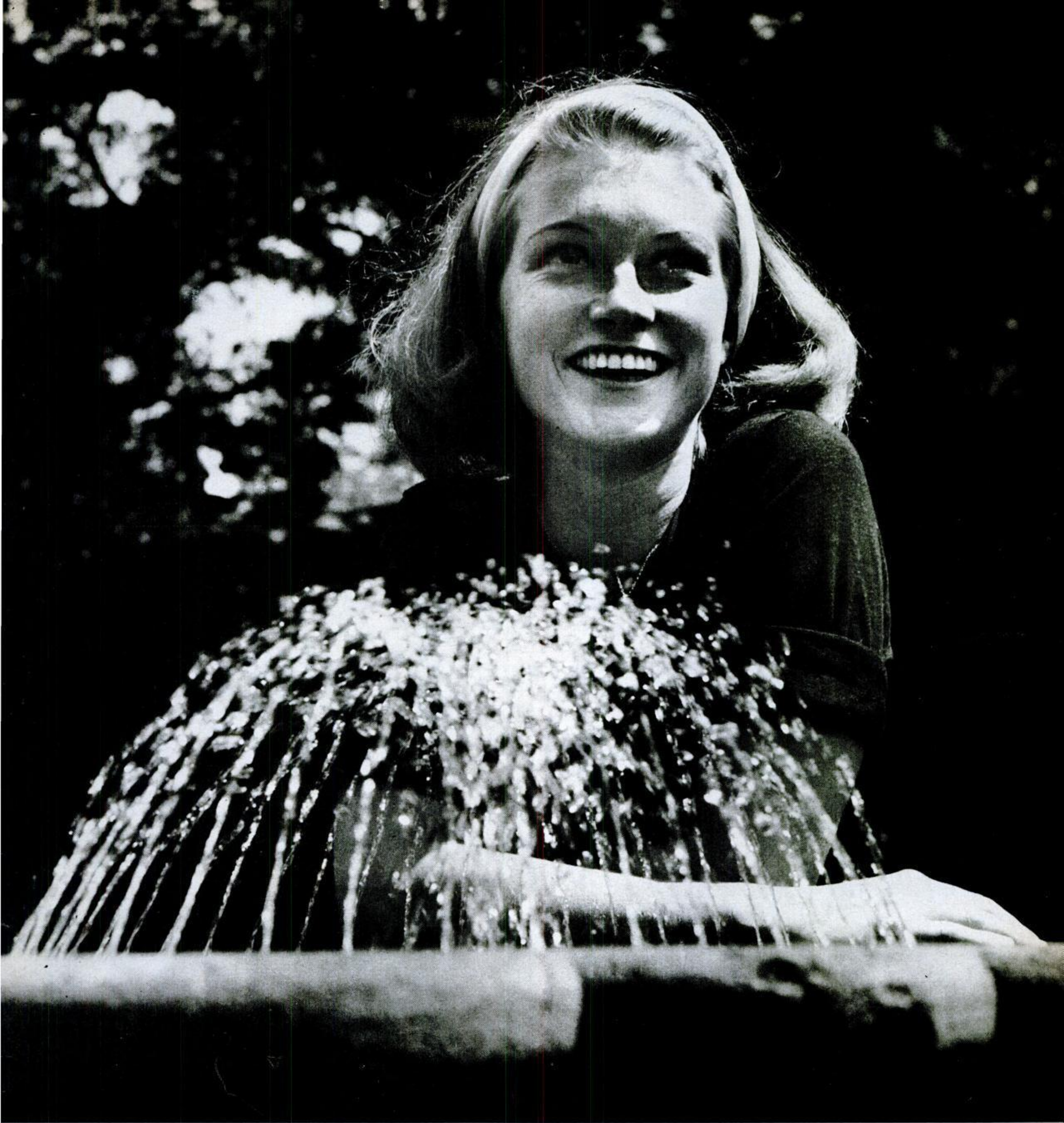
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Any more at home like Brigitte? Yes

So far the word Bardot means just one thing—Brigitte and all the things she stands for. But now another Bardot has turned up as an actress—a skinny schoolgirl type whose face in repose is almost plain, but who lights up charmingly whenever she smiles. Mijanou (diminutive for Marie-Jane), Brigitte Bardot's 20-year-old kid sister, is Brigitte's closest friend. She lives with her parents in Paris, but she is always running over to the apartment of her celebrated

sister, and when Brigitte is having love troubles, Mijanou provides the sympathetic shoulder to be cried on.

Last year French producers starred Mijanou in three movies which will be released next year. Then they signed her up for one more and sent her to Mexico's film fiesta. Mijanou has made up her mind to steer clear of sexy roles which have made her sister so famous. She is going to concentrate instead on romantic drama.

CONTINUED

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BRIGITTE'S SISTER CONTINUED



WOMAN-HATING MACAW, who usually makes friends only with men, succumbs to Mijanou's charm and consents to be fed in Cuernavaca garden.

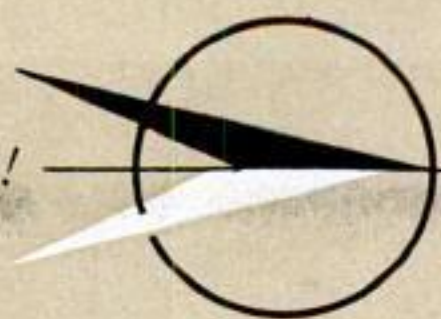


BETWEEN DUTIES of meeting movie officials and lunching with French ambassador, Mijanou tries to stretch out on couch overlooking hotel pool.

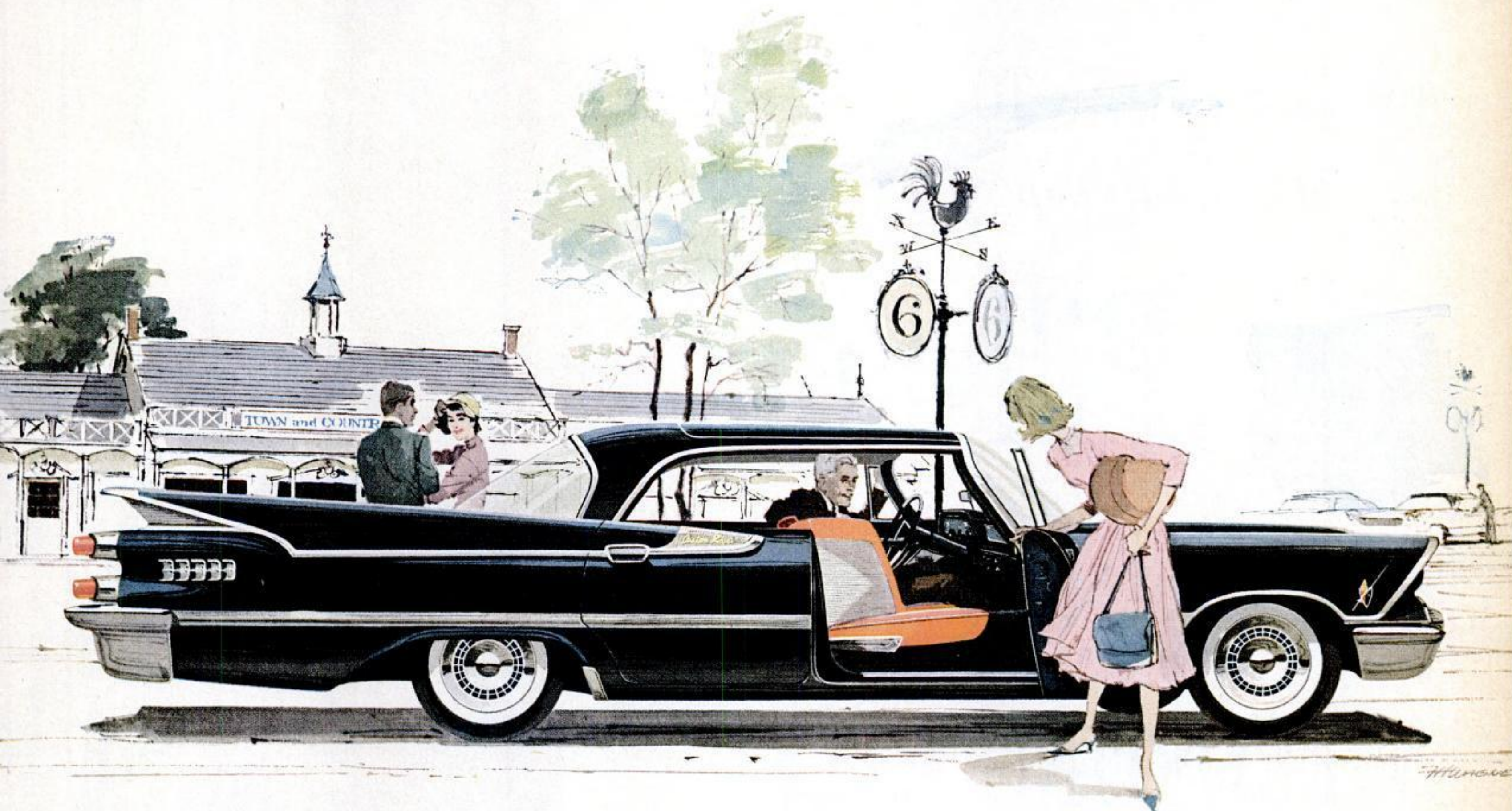


SIGNING AUTOGRAPHS, Mijanou obliges fans who called her Bardotita. Many young men tried to date her, but she was always rigidly chaperoned.

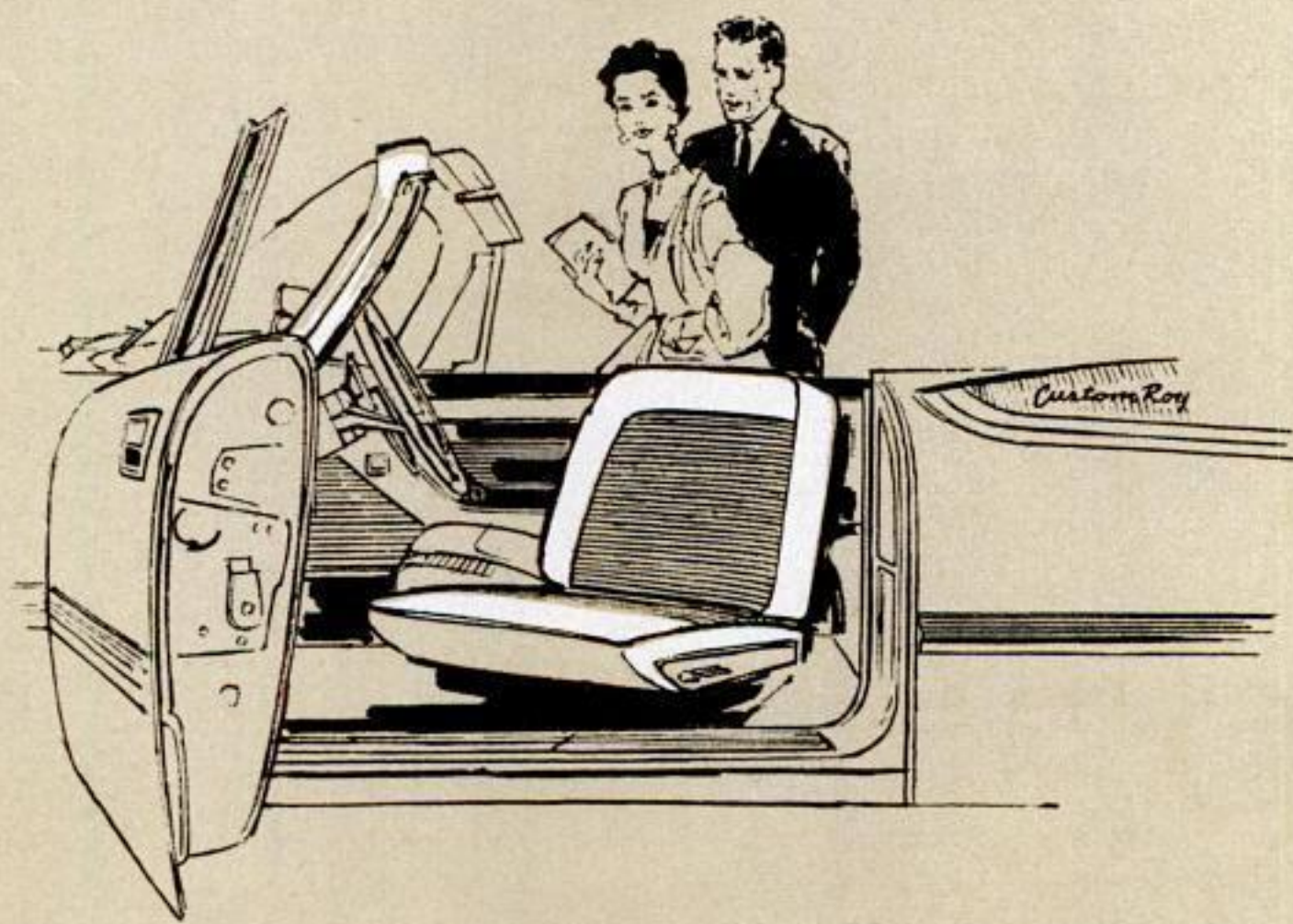
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There's a great deal more to see and discover. But most rewarding of all is the deep-down greatness built into this '59 Dodge. It lives up, in every respect, to the promise of its fine, clean looks.

'59 DODGE

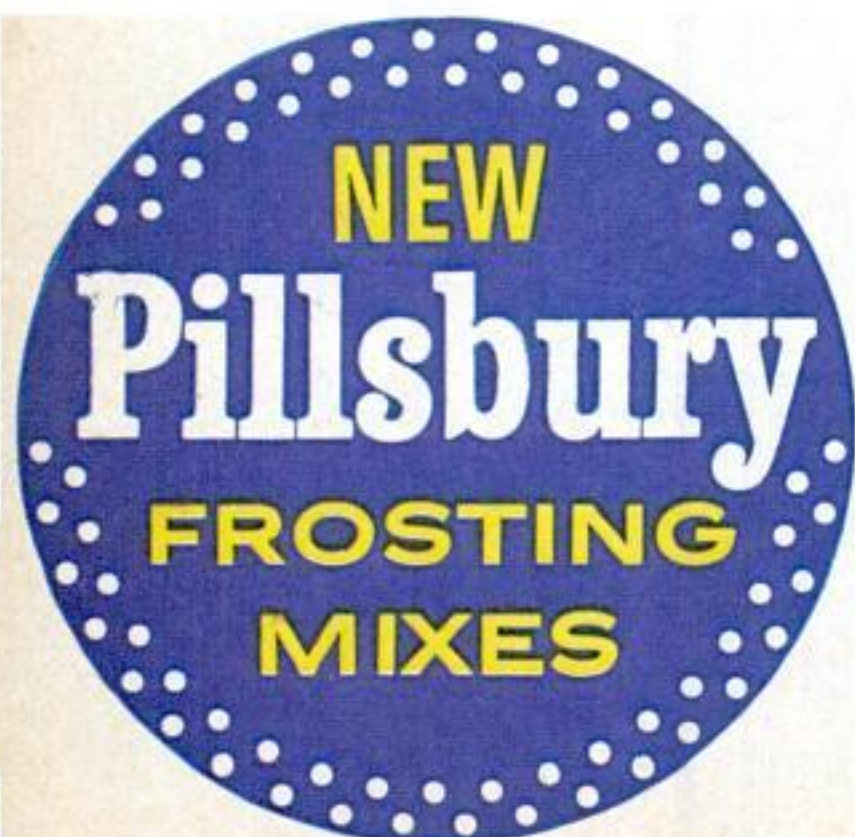


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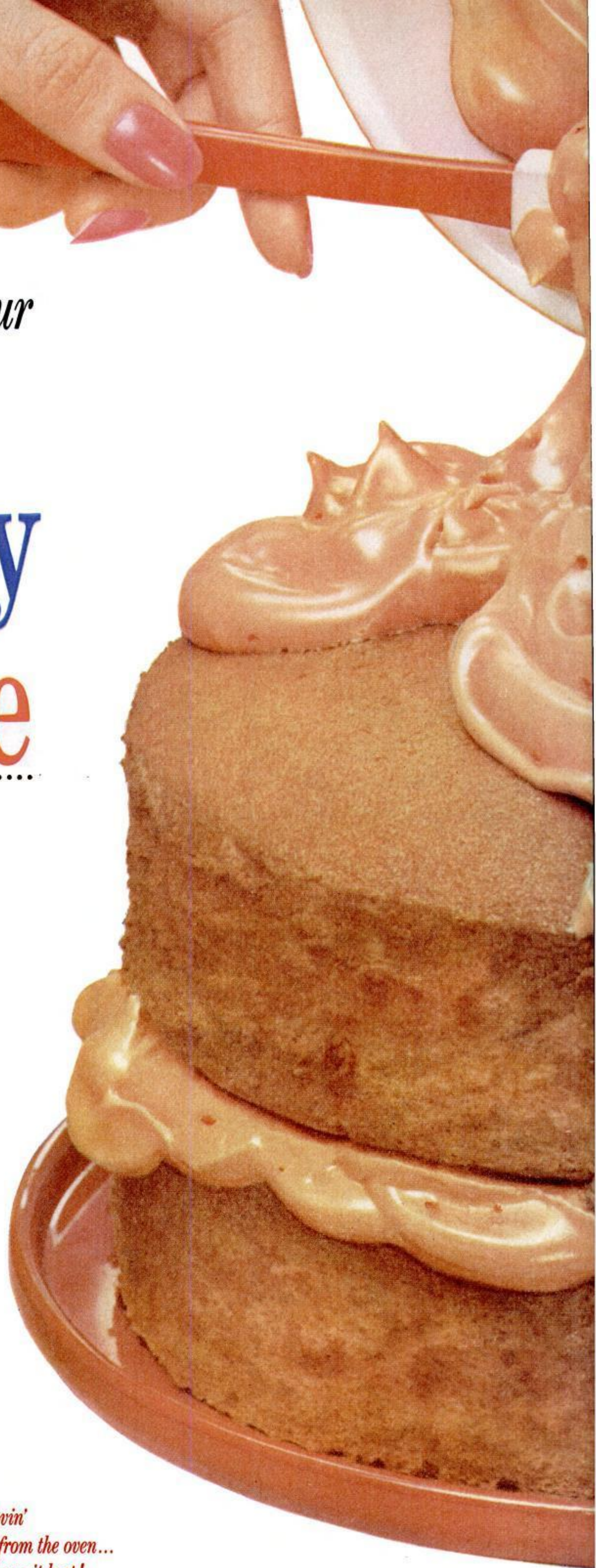
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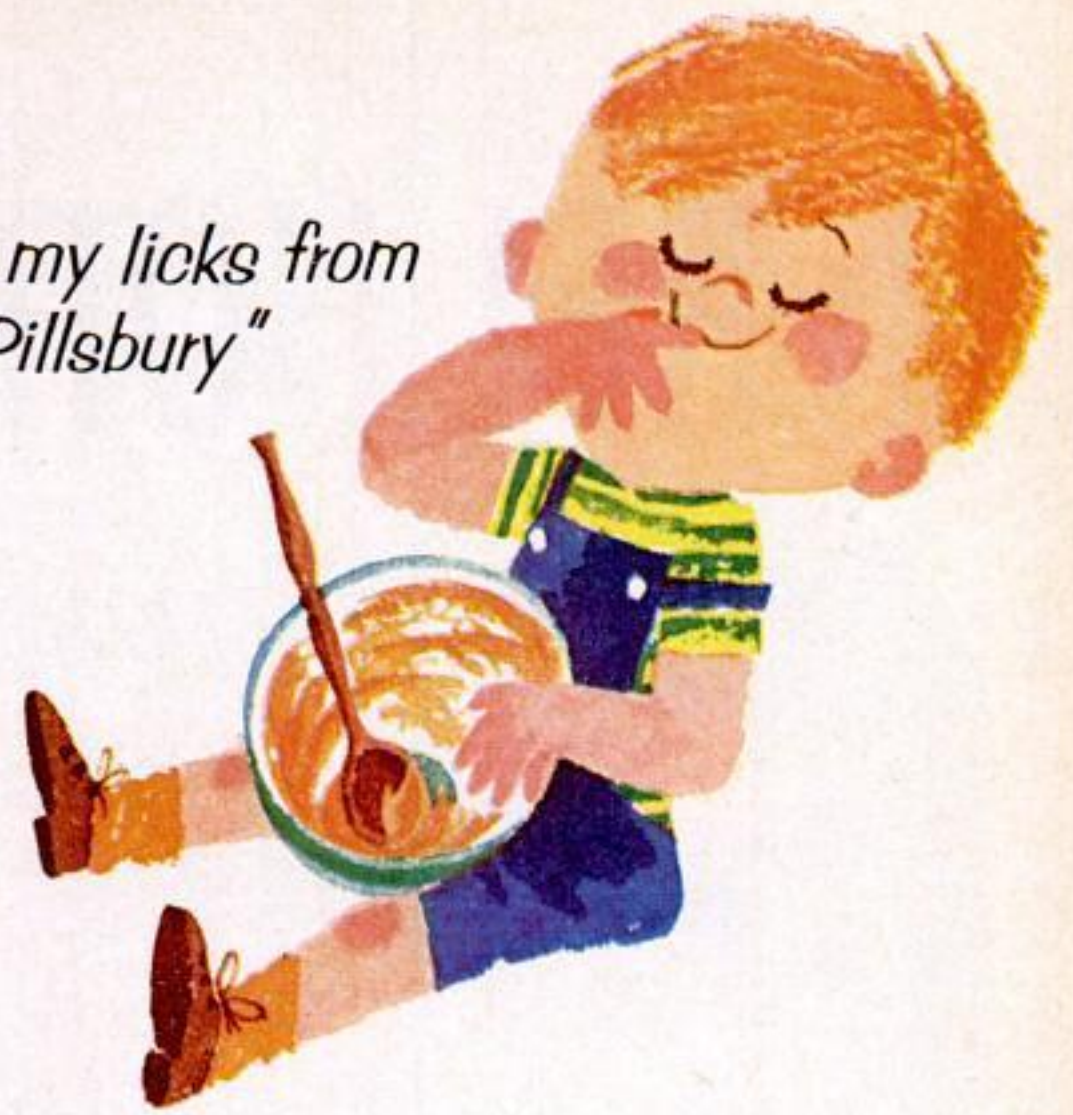


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A New Warmth for Mr. Eliot



ELIOT AND HIS WIFE welcome guests arriving at their party in London. They were married last year. Eliot's first wife died in 1947 after a long illness.

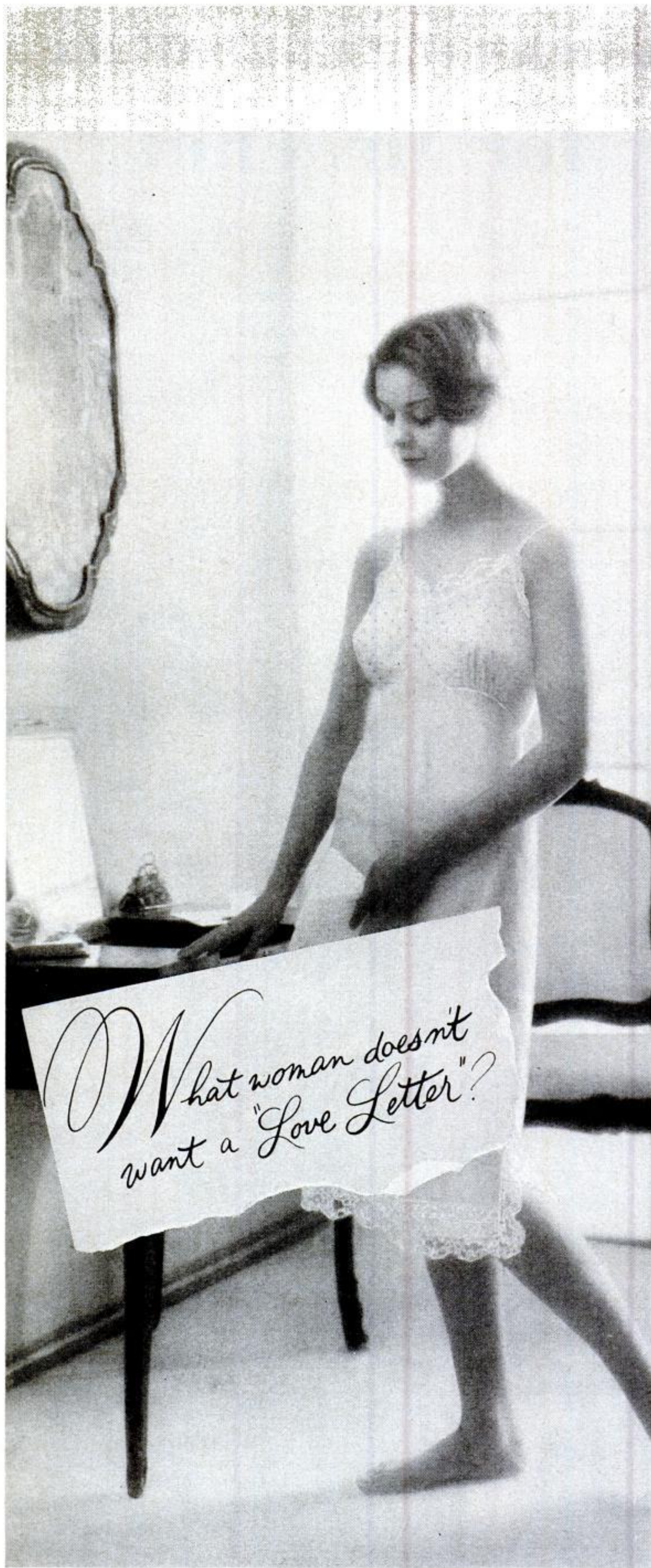
"April is the cruellest month," wrote T. S. Eliot in his great poem, *The Waste Land*. That was in 1922 when he was a young man. Now that the world's most distinguished living poet has celebrated his 70th birthday with his charming new 31-year-old wife and is enjoying the London success of his new play, *The Elder Statesman* (next page), Eliot's mood has changed. April torments have been replaced by an Indian summer glow.

In such a mood, to celebrate his birthday and *The Elder Statesman's* premiere, the poet and his wife threw a small after-theater party for the actors and staff at a London restaurant. The presence of old friends, old brandy and good cigars was itself enough to make him happy. But watching him circulate among the guests (below), one friend suggested another reason—Eliot, having spent his life writing with brilliant honesty about the weaknesses of modern man, had now won the peace of mind that finally rewards a poet who has dared to look hard at the truth.

AT HIS PARTY ELIOT CONGRATULATES ACTOR WILLIAM SQUIRE WHO HAS ROLE IN POET'S NEW PLAY. "I'VE NEVER SEEN IT BETTER," SAYS ELIOT HAPPILY



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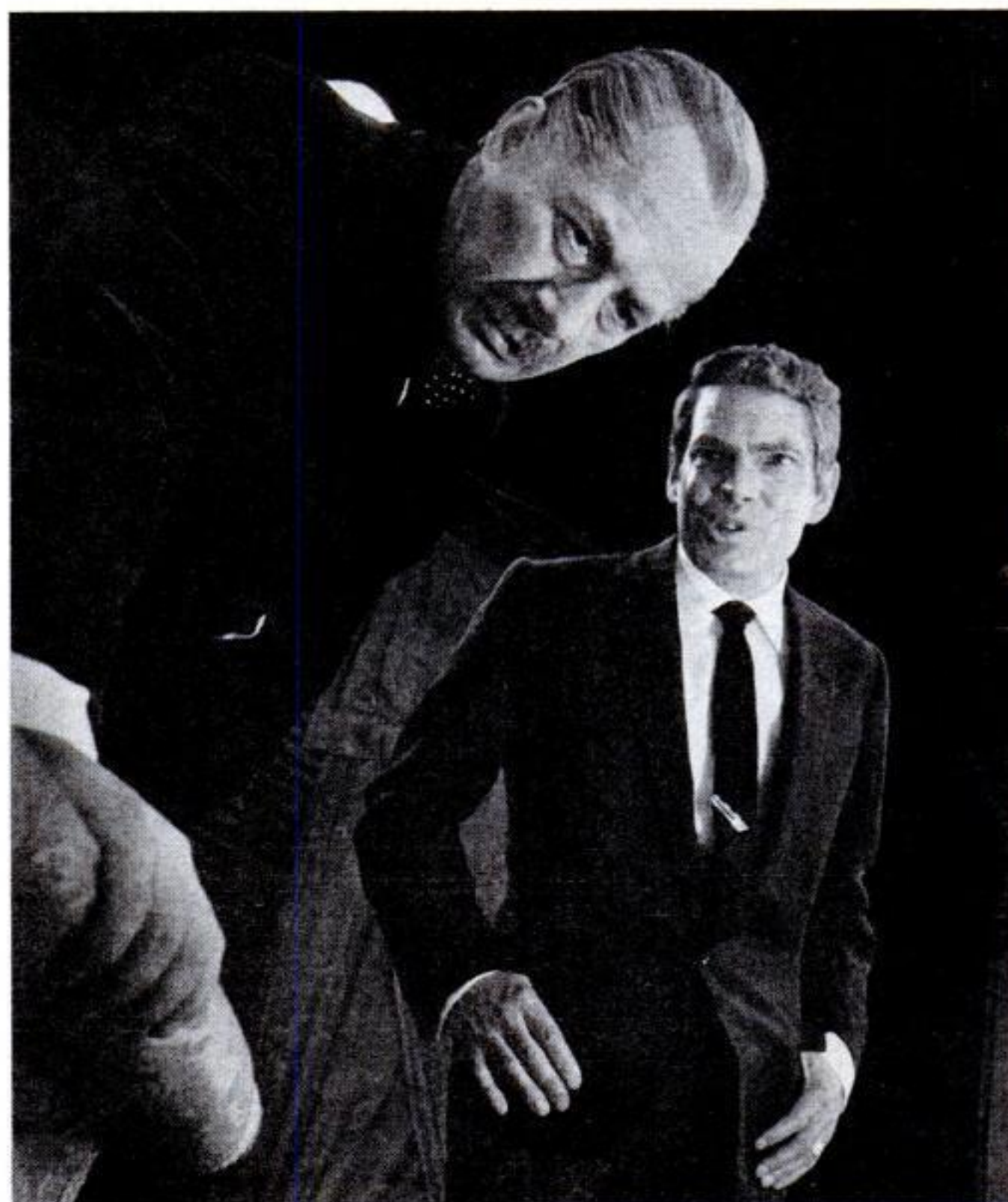


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ELIOT CONTINUED



IN ELIOT'S PLAY an eminent statesman (Paul Rogers) is plagued by an old classmate (William Squire) who reminds him of his past shameful deeds.

STATESMAN'S REDEMPTION

Eliot's mellowness is reflected in his play, *The Elder Statesman*, in which, as one critic remarked, the word "love" turns up more often than in all his other plays combined. Its hero, having risen to honor and glory, is suddenly confronted by unsavory visitors from his past: a raffish mistress and a no-good friend, both of whom he had once wronged. As the statesman comes face to face with his guilt, and learns to accept responsibility for his deeds, the play ends on a forgiving note. "I've only just now had the illumination of knowing what love is," he declares. "I have been brushed by the wing of happiness."

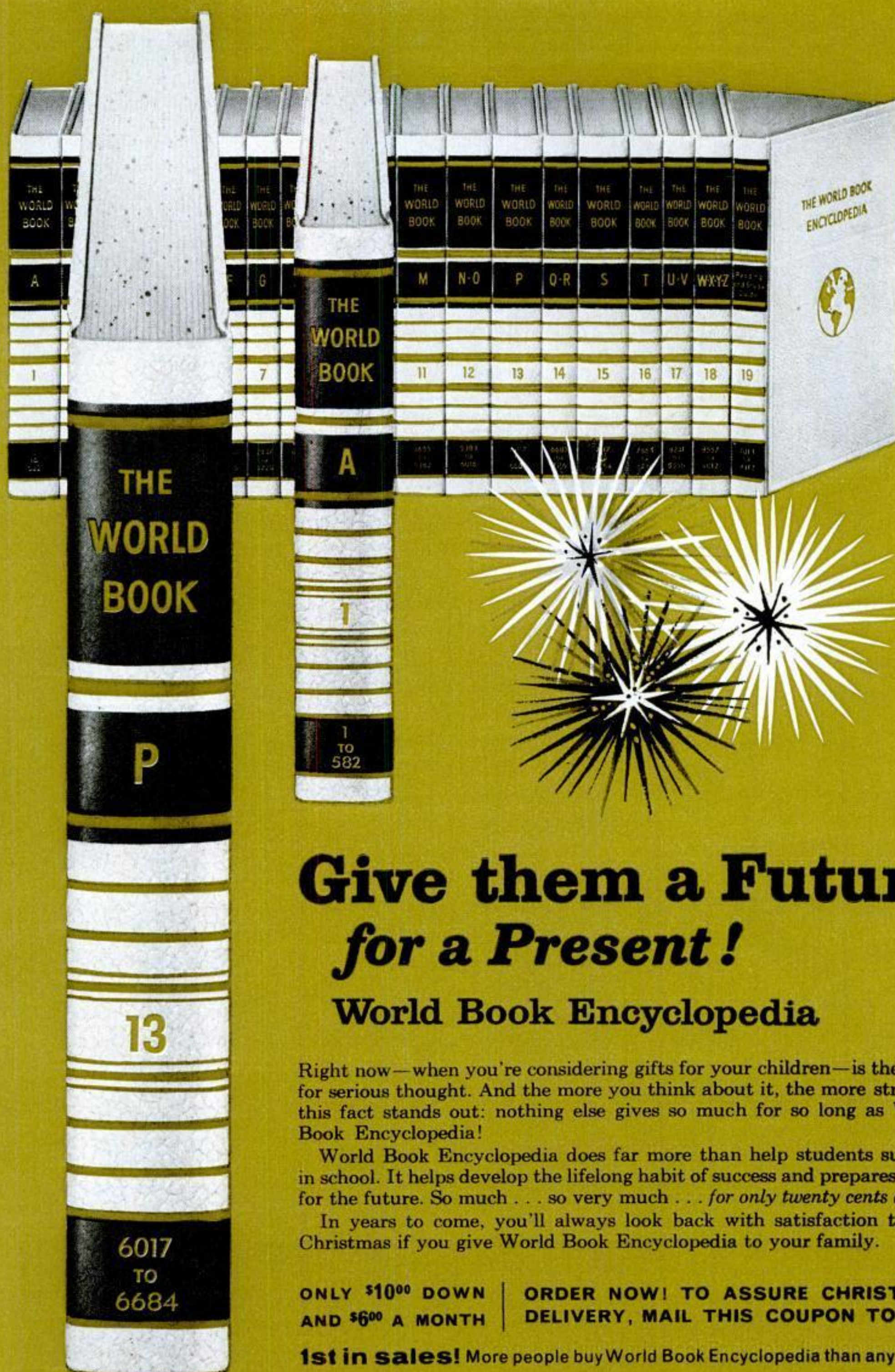
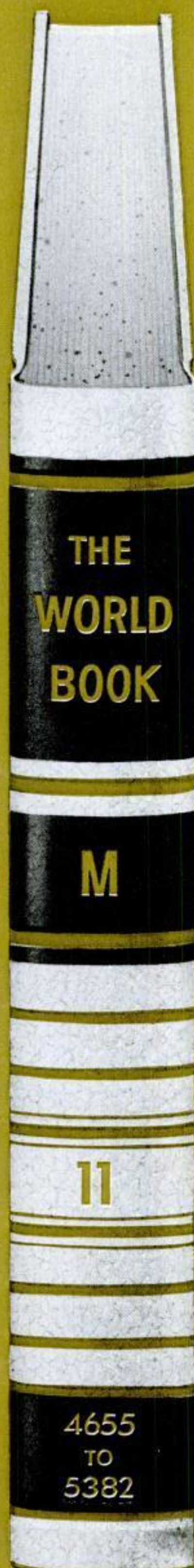


FINDING FORGIVENESS, statesman is comforted by daughter (Anna Massey), under accusing eyes of wastrel son, old girl friend and former crony.

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ELIOT CONTINUED

'GUS: THE THEATRE CAT'

Though Eliot is a master of serious, and often abstruse, poetry, he said, "I had more unadulterated pleasure out of *Old Possum's Book of Practical Cats* . . . than anything else I've ever written." Here, from his collection of 14 cat poems, is part of "Gus: the Theatre Cat."

*Gus is the Cat at the Theatre Door.
His name, as I ought to have told you before,
Is really Asparagus. That's such a fuss
To pronounce that we usually call him just Gus.
. . . And whenever he joins his friends at their club
(Which takes place at the back of the neighbouring pub)
He loves to regale them, if someone else pays,
With anecdotes drawn from his palmiest days . . .*

*"I have played," so he says, "every possible part,
And I used to know seventy speeches by heart.
I'd extemporize back-chat, I knew how to gag
And I knew how to let the cat out of the bag.
I knew how to act with my back and my tail;
With an hour of rehearsal, I never could fail."
. . . And he'll say, as he scratches himself with his claws,
"Well, the Theatre's certainly not what it was . . ."*

FROM "OLD POSSUM'S BOOK OF PRACTICAL CATS" COPYRIGHT 1939
BY T. S. ELIOT BY PERMISSION OF HARDCOURT, BRACE AND COMPANY



CAT-ADMIRER ELIOT lingers backstage at the London theater where his new play is running. The attendant cat is a colleague of Gus in the poem above.

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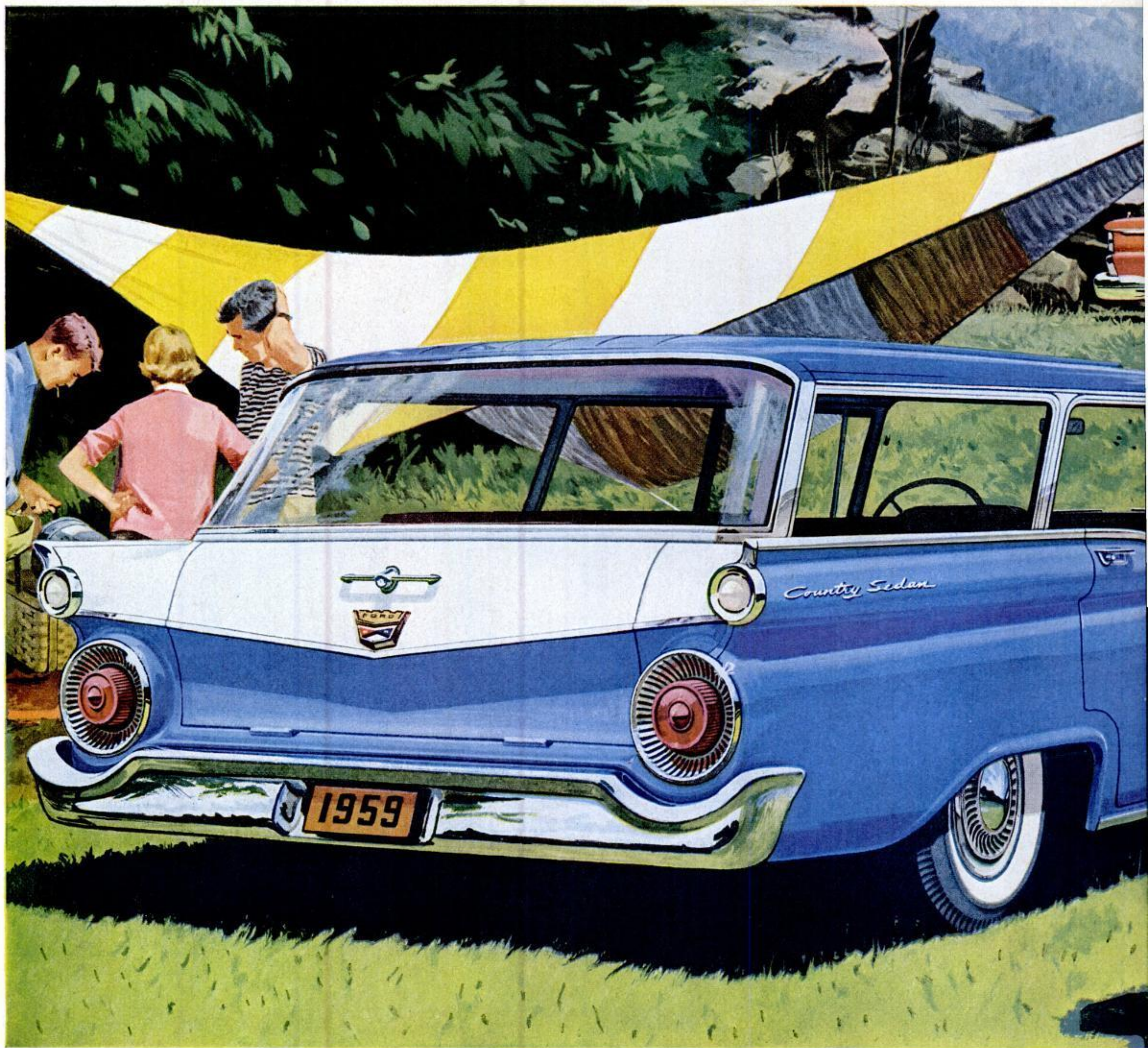
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Here's the fresh new direction in station wagon design—hardtop styling with Thunderbird elegance. And *how* your neighbors will love it!

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For 59 the Ford station wagon is bigger . . . over 5 inches longer with 11 cubic feet more cargo space riding on a 2-inch longer wheelbase. Loading and unloading are easier . . . with a new tailgate tailored to the beautiful new proportions. All seats in all Ford wagons face forward for greater comfort and rear seats can be stowed away in double-quick time! In 59 you'll go

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Up front, the 9-Passenger Country Sedan and the Country Sedan. At top, the Fordor Ranch Wagon and the Ranch Wagon

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The Fordor Country Sedan, and the 9-Passenger Country Squire

59 FORDS



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CLOSE-UP

Unpretentious Prima Donna

I'M sure glad I'm not a musician—all they ever talk about is music," says Concert Star Eileen Farrell and she's only half joking. Professionally she is in fact a formidable musician, endowed with a voice of such forceful splendor that critics are now calling her the greatest dramatic soprano in the world. But in private life she is Mrs. Robert Reagan of Staten Island, N.Y. who loves cooking and hates pretense ("You create a role on stage—when you're off, it should stop already"). Miss Farrell's climb has been methodically slow. She left Woonsocket, R.I. at 19 (her parents once played vaudeville as "The Singing O'Farrells") and within three years had her own weekly CBS radio show (1942-47). Real renown came in 1955 with her first performance of *Medea*, an opera revived earlier but not as brilliantly in Europe by Diva Maria Callas, who last week chided the opera company that fired her, "Big names at the Met? They haven't got Farrell."



In recent revival of *Medea*, Eileen Farrell stars at San Francisco Opera Company performance.

"Once *Medea's* on stage she's there to stay. You stop singing for a moment and say, 'Oh great! We rest a second.' Then you hear the first bars of a duet and you're off and running. I think the only time I'm off stage is for 10 seconds to kill the children. Since I've started *Medea*, things have been happening. It's funny, you work for years and suddenly one thing gets people's attention."

At home, Eileen works on needlepoint and sings *Love for Sale*, accompanying phonograph.

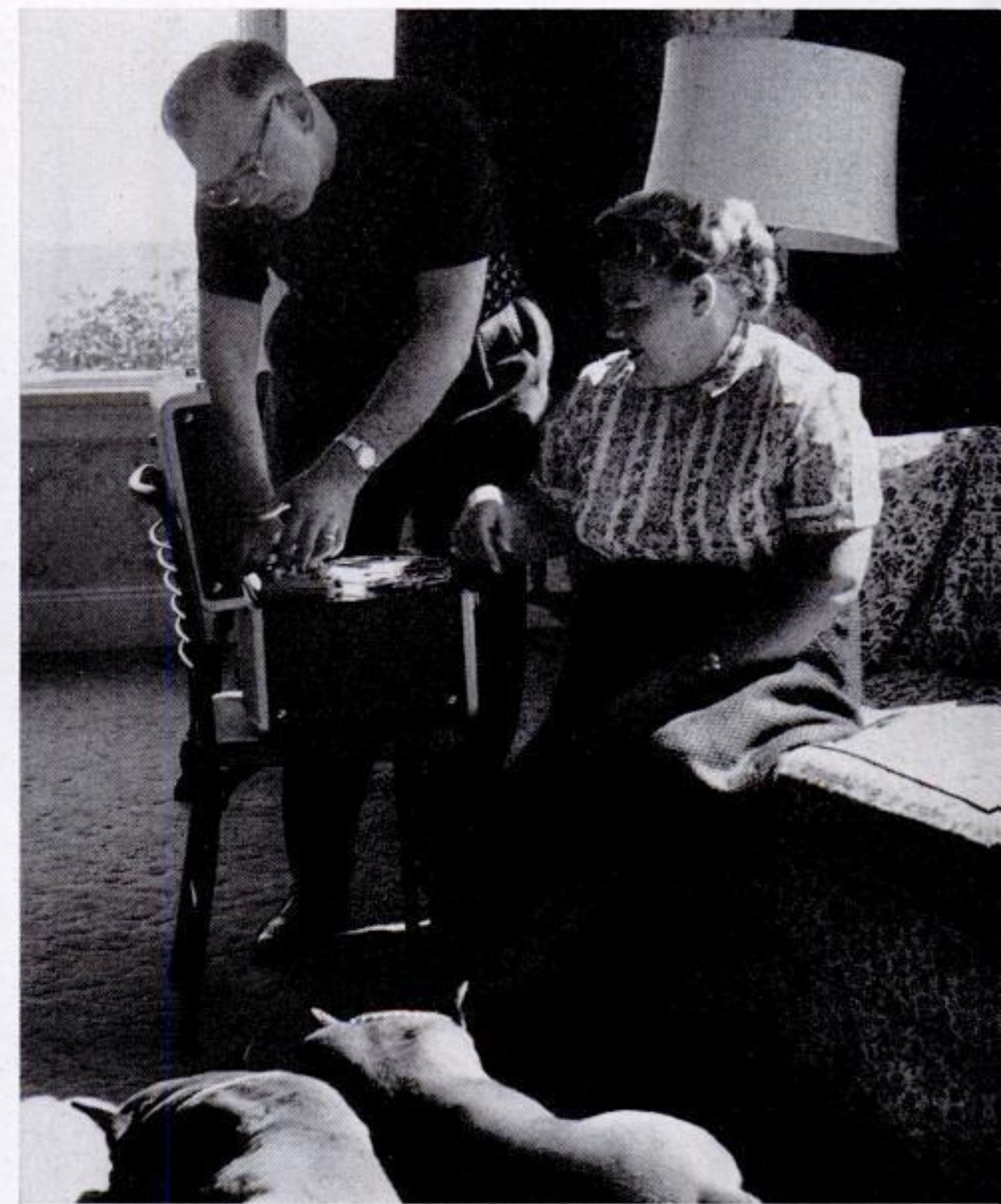
"I'm dying to do a blues record. I'd have such a ball! But you can't really sing both classical and pop and I'm real frustrated."



CONTINUED



AT OPEN-AIR THEATER ON UNIVERSITY OF CALIFORNIA CAMPUS GUEST STAR FARRELL LEAVES STAGE AFTER CURTAIN CALLS FOR ACT I OF "MEDEA"



IN Staten Island home Eileen and husband, a retired New York policeman, listen to home tape recording of her singing Rodgers and Hart.

"My home is the most important thing in my life. I wouldn't be able to combine my two lives if Daddy weren't around 24 hours a day. I'm just Mommy at home. We were brought up normally and the kids will be too."

EILEEN walks daughter Kathleen, 5, from school. Kathi irreverently calls her "Fatso," but son Robbie, 11, is more impressed with her new fame.

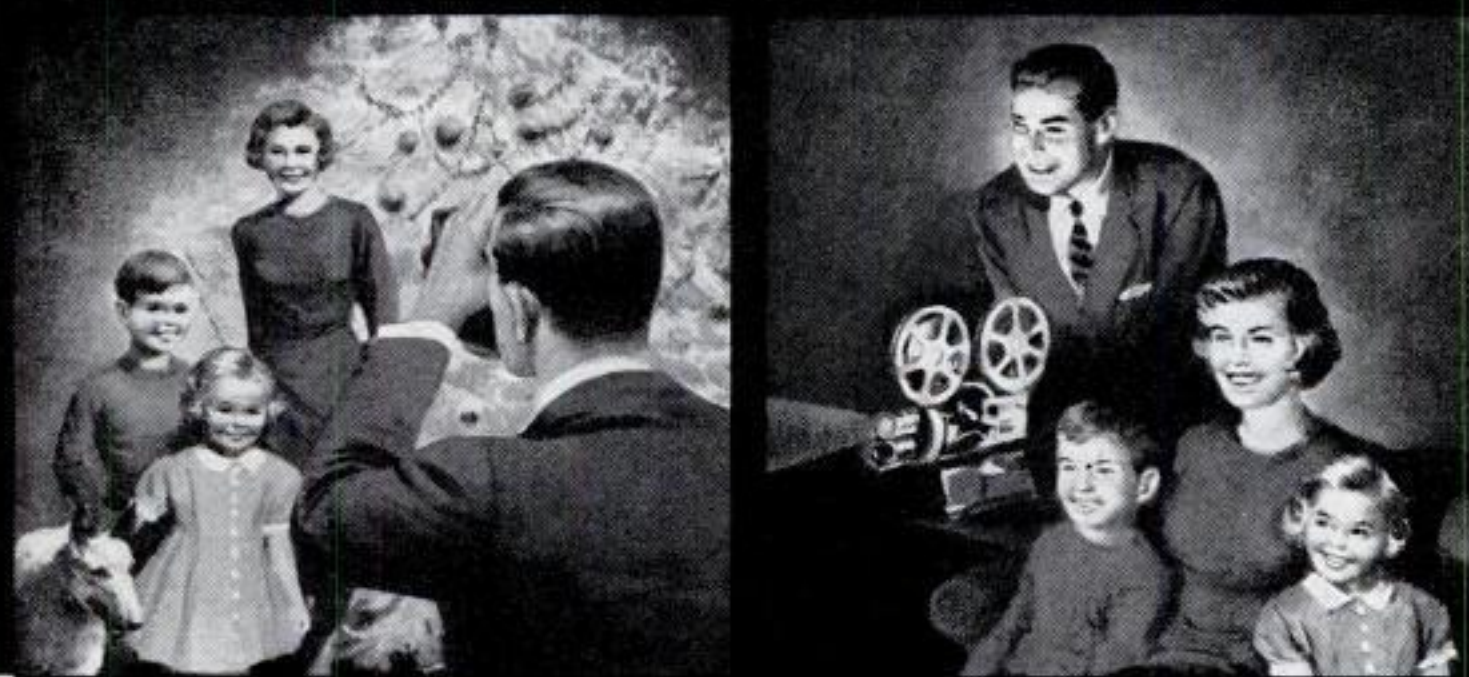
"Kathi looks like me. This is good? Robbie is real cornball. He wrote a composition the other day saying 'Mother sang Bach to me when I was an infant.' How do you like that? I never sang Bach to him in my life!"

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Here is the amazing new Wittnauer Cine-Twin that you have heard about. This fabulous professional-type all-electric movie camera and projector combination can save you over \$100 as compared with separate units of equal quality. ☞ Take the Cine-Twin camera. It's battery driven; no springs to wind—you can take a full reel without stopping, even get into the action yourself. A few of the other exclusive features: a true turret; an oversized optical zoomfinder; a lifetime reserve power indicator which constantly monitors the camera's electronic circuit.

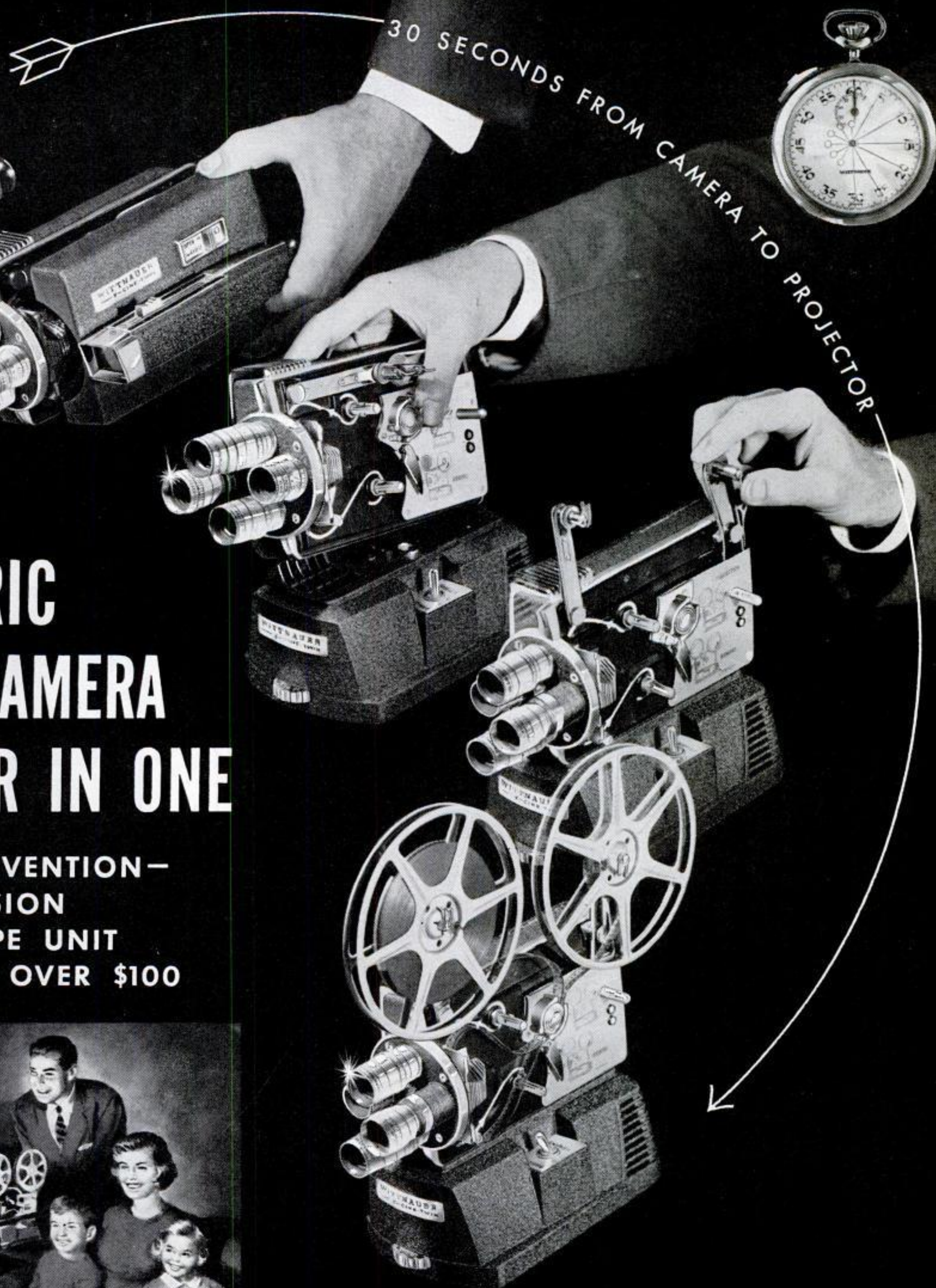
You experience the thrill of taking fascinating professional-quality home movies—steady, flickerless, brilliant in color, correct in speed. A graphic color-coded exposure system guarantees perfect shots. ☞ In 30 seconds your Wittnauer Cine-Twin converts from camera to compact, high-precision projector—ready to regale you with perfectly beautiful, brilliantly colored, life-like home movies. ☞ But, truly, words cannot describe this amazing all-electric movie camera-projector combination. We urge you to see the Wittnauer Cine-Twin for yourself. The price

complete, ready to take and show movies, with f/2.5 standard taking lens and f/1.6 projection lens—\$169.50. Telephoto and wide-angle accessory lenses are available at nominal extra cost.

Wittnauer Cameras

WITTNAUER CAMERA DIVISION •
Longines-Wittnauer Building, Fifth Avenue, New York 36
Please send literature describing the Wittnauer Cine-Twin.

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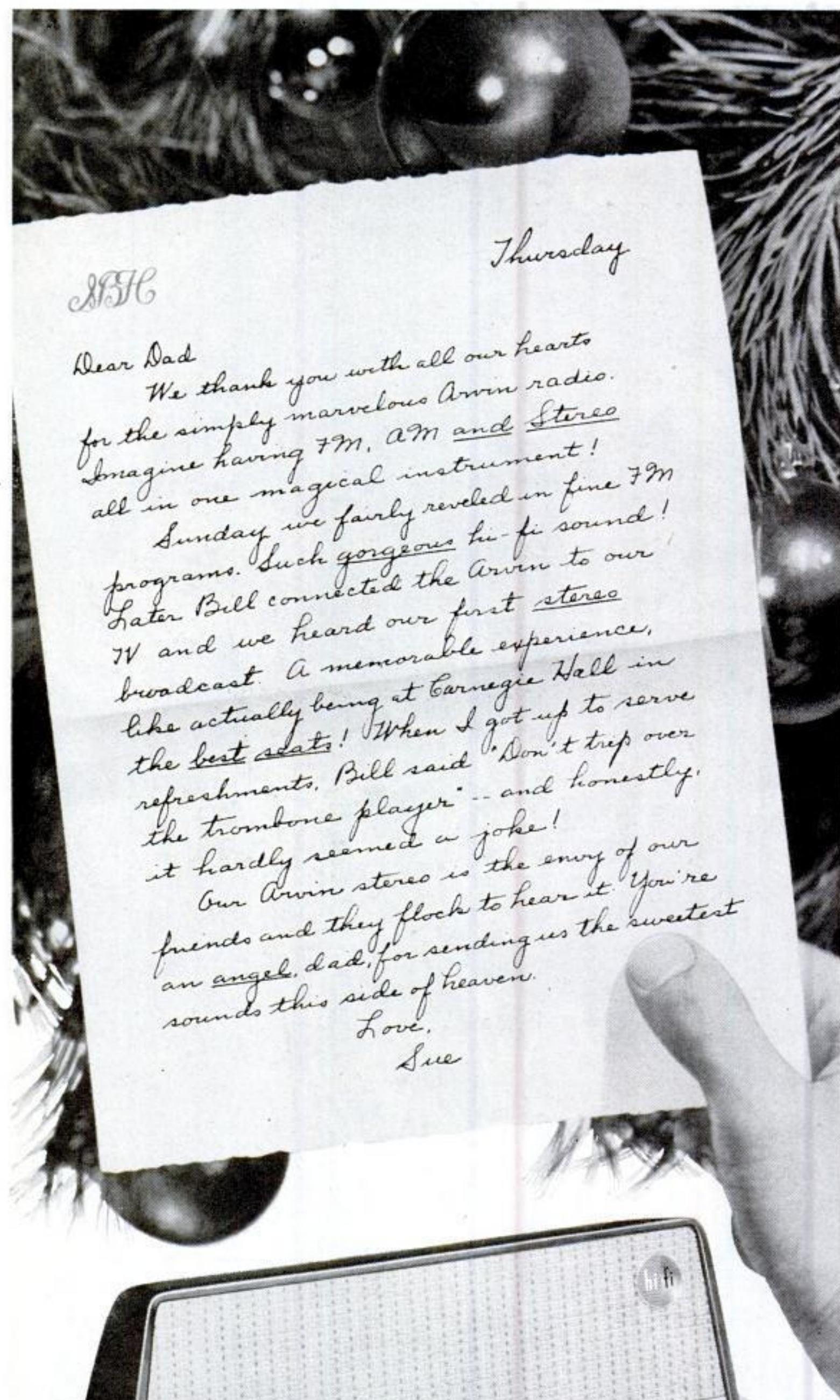
A Huge Success

Except to lovers of classical music Eileen Farrell has not had the widespread fame of her more glamorous colleagues. In an era when opera fans (like TV fans and movie fans) want their heroines to look as sleek as they sound, the Farrell figure (49-37-47) is probably responsible. She herself says philosophically, "I figure if you're meant to be big—then fine and dandy." She adds, "It tells in your voice when you lose weight." Her brand of wide-ranging dramatic singing demands real physical strength and size and if not an opera queen she is certainly becoming undisputed queen of the concert stage. Her 1958-59 bookings read like a railway timetable and any U.S. orchestra omits her at its peril. With a voice that can soar over the loudest orchestral passages, she is the darling of conductors. She does not envy stage divas. "I just love singing," she says. "And honey, I couldn't do much more or I'd never be home!"



WITH professional aplomb Eileen Farrell sings through difficult recording of *Medea* for Columbia Records which appears this week.

"When I first hit New York I knew two arias. Radio changed all that. For five years I sang everything from Oh Promise Me to Poulenc. Now, no matter what a conductor wants, I've usually sung it before."



NEW Arvin HI-FI STEREO RADIO

Truly an unforgettable gift of unlimited listening pleasure! This new Arvin AM/FM/Stereo radio reveals a wider, more wonderful world of sound—hi-fi stereophonic sound, miraculously rich and real. Frequency range 30 to 15,000 cycles,

two harmonically balanced speakers, push button control, handsome Arvinyl and plastic cabinet. Priced at \$100. Other Arvin radios \$16.95 to \$79.95. Prices slightly higher far West and South. Send for illustrated folder: Dept. RI4-811.



Arvin INDUSTRIES, Inc., COLUMBUS, INDIANA

Arvin also makes Phonographs, Portable Electric Heaters, Car Heaters, Ironing Tables, Outdoor Grills, Leisure Furniture and Electric Fans.



Treat your children to a real Italian-style meal... **CHEF BOY-AR-DEE®** Beefaroni

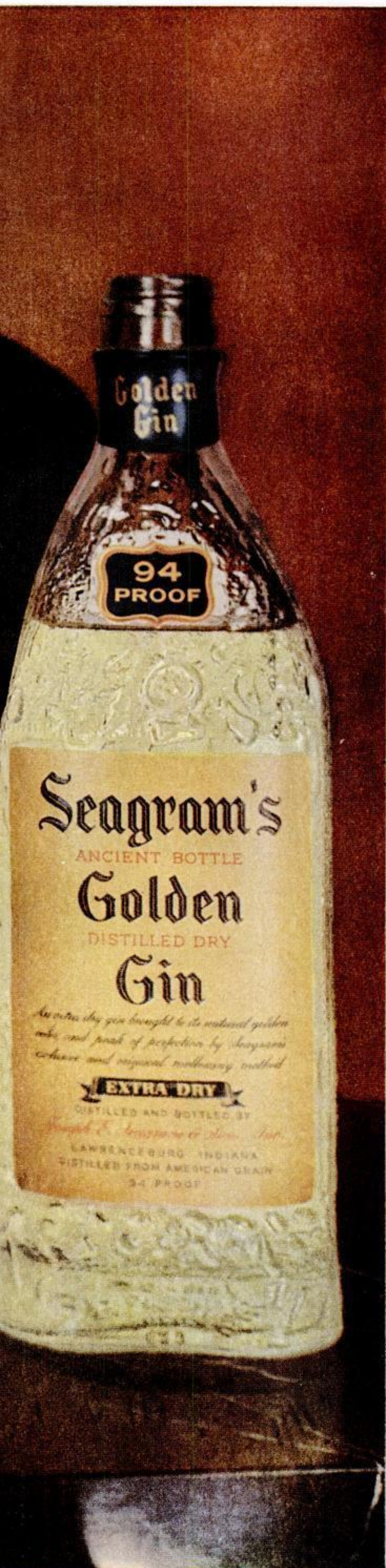
It costs so little to serve this hearty dish. Juicy beef, tender macaroni, rich tangy tomato-cheese sauce... fixed just as Italian children might be eating it near Rome. Grown-ups love it, too... for lunch, for dinner, for company snacks. And it's only about 13¢ a serving! Get some today.



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SEAGRAM'S GOLDEN GIN MAY ALSO BE OBTAINED IN CANADA. SEAGRAM-DISTILLERS COMPANY, NEW YORK CITY. 94 PROOF, DISTILLED DRY GIN, DISTILLED FROM AMERICAN GRAIN.



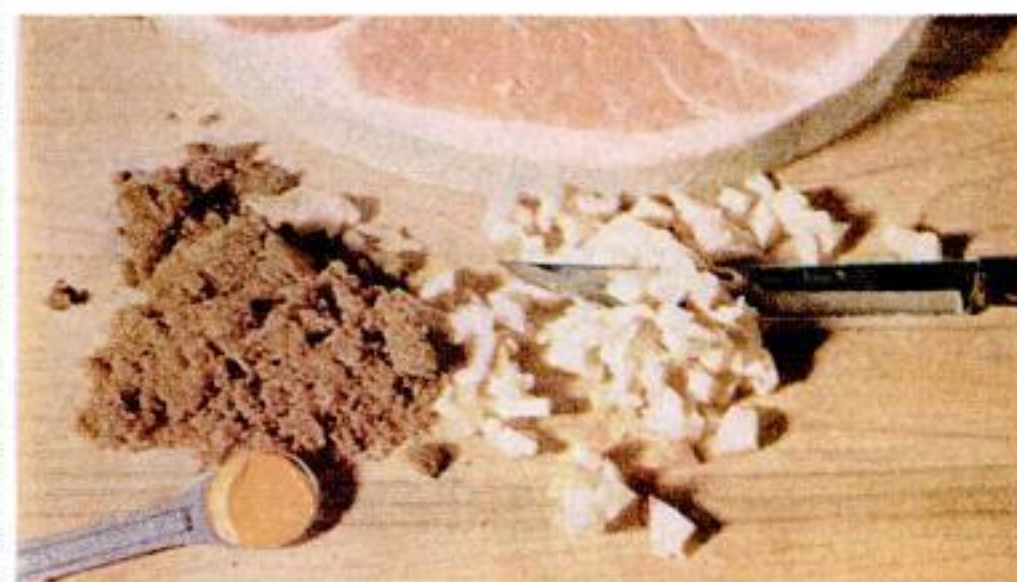


Let Seagram's show you how to live "High on the Hog"

This is Plantation Ham—and even the sizzle has a Southern accent. While you cook this savory specialty, make the most of the visiting appetites—lace them delectably with magnificent martinis made with Seagram's gin. Guests will always relish this naturally mellow gin, the *improved* gin, because it combines smoothness *and* 94 proof dryness into the same happy spirit.

SEAGRAM'S GOLDEN GIN

Now 94 proof at no increase in price



Trim the outside fat from 2 ham steaks about 1 in. thick and chop it very fine—the fat, not the ham. Mix with 2 tablespoons of brown sugar and $\frac{1}{4}$ teaspoon of dry mustard for each of the 2 steaks.



Next, spread the fat-and-sugar goo all over both steaks. Then place the ham in a large shallow pan and pour in enough red wine to cover the bottom of it. Bake in a 350° oven for about one hour. Hungry?



While ham bakes, start on the apples. These should be the tart, red-skinned cookers (like Jonathans). Wash them, remove cores but not skin. Cut into thick slices. (Now serve bone-dry Seagram martinis to grateful guests.)

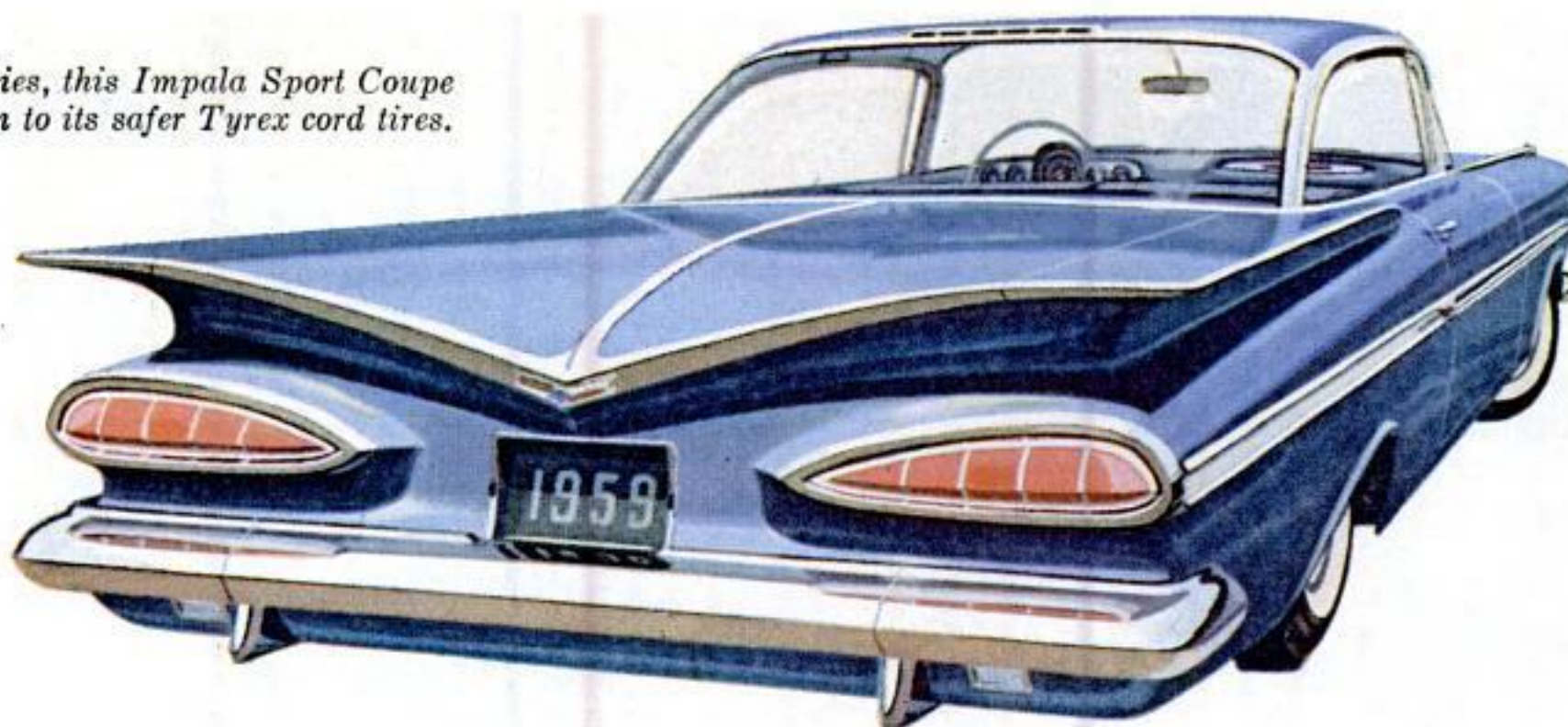


Melt drippings, or butter, in skillet. Sauté apples until golden brown on both sides. Dust with sugar and cinnamon. Serves 6 patient, famished people. (If you haven't by now, make *yourself* a Seagram martini. Ah-h-h!)



And now your reputation as a host is *made*. But don't forget, the success of any feast depends on the best of all possible *beginnings*—martinis made memorable with Seagram's, the *driest*, *smoothest* gin in the world.

Like all '59 Chevies, this Impala Sport Coupe is new right down to its safer Tyrex cord tires.



FRESH, FINE AND FASHIONABLE !

Chevy's Slimline design says new in a way all its own. And beneath the beauty there's new engineering that goes down deep. When you drive this one, you'll wonder why anyone would want a car that costs more!

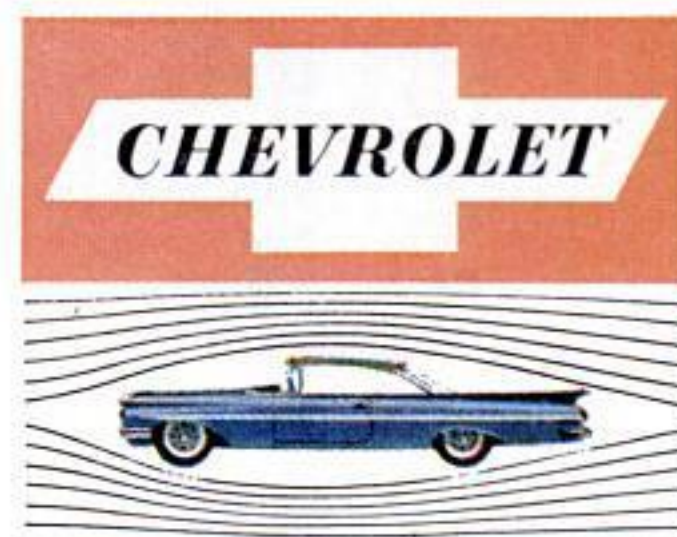
From the clean thrust of its grille to the jaunty flare of its rear deck, this '59 Chevrolet is shaped to the new American taste. And you'll find its beauty has a practical slant too—with more seating room, new areas of visibility in every direction and a new Magic-Mirror

acrylic lacquer finish that requires no waxing or polishing for up to three years.

Once you're on the road, you'll discover such deep-down engineering benefits as bigger, better cooled brakes for safer, surer stopping; new easy-ratio steering and

a wide choice of power—from vimp-packed V8's to a new Hi-Thrift 6 that goes and goes on a gallon. Your dealer's waiting now to show you the car that can give your pride a big lift at a low price. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

'59 CHEVROLET



*What America wants,
America gets in a Chevy!*



The Bel Air 2-Door Sedan—Fisher Body beauty and Safety Plate Glass all around.



THE VETERAN HUNTER'S NIGHTMARE, A LEFT-HANDED LADY BEGINNER WITH GUN, IS EPITOMIZED BY MRS. JOHN GROVES AT MICHIGAN SHOOTING SCHOOL

'DUCK!' CRIED THE WARDEN

Tenderfoot Hunters on March

Of the 18 million hunters energetically stalking game in the U.S. this fall, at least half qualify as tenderfeet. The tenderfoot is an innocent, a know-nothing, a greenhorn. He comes in varying degrees, like Masons or Knights of Columbus. First there is the gun-shy subnovice, like the determined housewife shown above, who gets acquainted with firearms in a classroom. Next comes the hunter who has fired in anger at nothing larger than a chipmunk. Then comes the intermediate tenderfoot who takes to the woods once a year, relying heavily on dog or guide. And finally there is the advanced novice. He takes himself seriously, talks a good hunt and has photographs and stuffed trophies to prove it.

This tenderfoot army is swelling at a steady but relentless rate. New

recruits are being won over by reports of a soaring game population, safe and sure ways to hunt (*next page*) and new and enticing equipment—including brightly colored guns for the female trade. The fact that some tenderfeet achieve spectacular results (*pp. 126-127*) pulls still more neophytes into the wilds. This stampede to the outdoors has its healthy and unhealthy aspects. Alarmed at mounting accident reports, many states are requiring hunters to pass safety tests before getting licenses. Still, on opening day, old-time hunters are afraid to stick their heads out of their cabins. On the first day of the New Jersey season, when 1,087 eager hunters began banging away in one 900-acre hunting area, someone asked the chief warden what to do under such conditions. His answer: "Duck."

TENDERFEET CONTINUED]

CONVENIENT HUNTING

When the tenderfoot has learned the ABCs of shooting (*right*), the safest and surest way for him to hunt is with a guide on a hunting preserve. First of all, the game is guaranteed. So are the thrills—great pains are taken to simulate the atmosphere and exhilaration of natural hunting. And finally, since hunting parties are kept out of gunshot range of each other, there is no need for bulletproof vests.

Once a luxury for millionaires, hunting on a preserve is now within range of almost every tenderfoot's pocketbook. For \$5 a bird he can shoot duck, pheasant, quail and partridge at places like Long Island's Suffolk Lodge (*below*), one of New York State's 350 preserves. The birds on preserves are pen-raised. But this fact is easily forgotten by a million U.S. gunners who patronize private shooting areas, and they feel no less a Nimrod than the man who hunts on his own. Argued one who has hunted both ways, "The birds are just as wild and you never have to come home empty-handed."



HEADQUARTERS at Suffolk preserve is trophy room where clients get atmosphere, refreshments.

BIRD BANK at Suffolk holds pen-raised pheasant which are caught and set loose for the hunt. →



GUNS POINTED SKYWARD FOR SAFETY, NOVICES AT A HUNTING SCHOOL NEAR FLINT, MICH. LISTEN





TO LECTURE ON SHOOTING AND WOODSMANSHIP. CLASS CONSISTS MAINLY OF WOMEN TRYING TO GET EXPERT ENOUGH TO HUNT WITH THEIR HUSBANDS



THE KILL at Nilo Farms, model preserve in Illinois, simulates the appeal of regular quail hunting.

PACKAGED GAME, kept in freezer, is available → to Suffolk hunters in exchange for birds they kill.



CONTINUED

BEGINNER'S LUCK FOR A HOUSEWIFE



LADY TENDERFOOT, Marilyn Fisher, learns to draw a bead from husband on Oregon deer hunt. On

one try she had thumb in front of sight and complained, "Something's wrong, I can't see anything."



FIRST KILL, a fork-horned deer, amazes Marilyn more than anyone. She doesn't remember exactly

how she shot it, except that she got off her horse to light up a cigaret, pulled the trigger and there it lay.



EXPEDITION DREAMED UP IN NEW YORK TAVERN

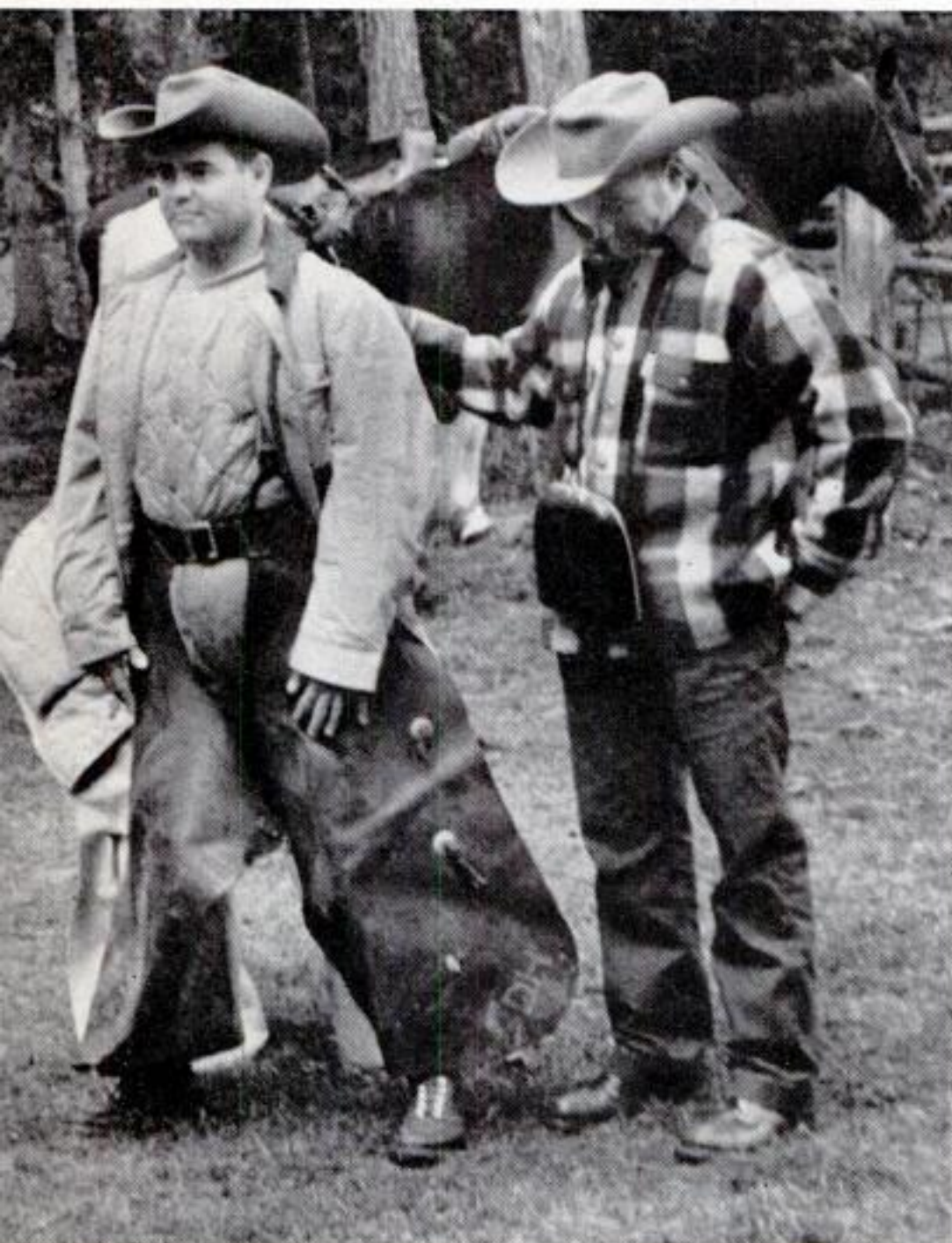
PRIZE KILLS BY DUDES

For some tenderfeet of sterner stuff the only way to hunt is to pursue big game to its lair in the wilds. Green though they are, they frequently come out looking like veteran hunters. One such adventuress, a housewife from Bellingham, Wash., set out on her first hunt wondering how she would carry her purse. She took a quick lesson in guns from her hunter-husband, quickly forgot it—and surprised everyone by killing a deer (*left*).

The boys from the Cozy Corner Bar in New York City (*above*) began saving two years ago to go to Montana after mountain goat, the most inaccessible of quarry. At last they set out, bought cowboy hats in Missoula and felt like real hunters packing into goat country. They were frightened at night by strange noises outside their tents, but by day each of them got his goat. Their secret, like any successful dude's, was having good guides. "When we got back we knew we had really lived," said one, and later at the bar they enjoyed every hunter's happy privilege: tall tales (*right*).



POSES HAPPILY IN MONTANA WITH DAY'S KILL. HOLDING PRIZE TROPHIES, TWO MOUNTAIN GOATS, ARE BILL McGUIRE (LEFT) AND GEORGE HUDTWALKER



PROUD DUDE, Hudtwalker, shows off chaps for pal, Frank Henn, before rugged ride into the hills.



BARROOM REUNION in New York finds Henn re-enacting his one-shot kill. Watching are bar-

tender Tom Connolly, Hudtwalker, McGuire, Henry Hamel, Dick Helwig. Trip cost them \$750 apiece.



IN INDIAN FILE ALONG SHORE OF WISCONSIN'S SINISSIPPI LAKE, AMEDEE O'GORMAN AND FIVE SONS MARCH OFF INTO THE WOODS ON A FAMILY HUNT

HUNTING THE FAMILY WAY

A good guide, the hunter's ace-in-the-hole, is a teacher as well as a game-getter and beginners who want to be experts pay close attention to him. Some of them, eager to learn, take guides on camping trips—or even on houseboats (*opposite page*). Others, who usually become the best hunters, start young with their fathers. One of these, Amedee O'Gorman, a restaurant owner in Milwaukee, started hunting with his father when he was 12. Now the father of five sons, he spends fall weekends teaching them how to use a gun against small game. "Hunting is not only real sport for them," he says,

"but it's a good way to keep them out of city streets and out of trouble."

To go hunting, O'Gorman and sons—Amedee Jr., 15, Casey, 12, Mike, 10, Patrick, 6 and Sean, 4—get up at 5 a.m. and drive 50 miles to the family cabin on Sinissippi Lake, Wis. O'Gorman is strict about the handling of guns. Only Amedee Jr. and Casey carry shotguns. Mike practices by carrying a BB gun. Patrick and Sean are strictly observers. O'Gorman spends so much time helping and instructing the young shooters and keeping an eye on lagging observers, he seldom takes a shot himself.



PRACTICING GUN GRIP, Sean O'Gorman, 4, shows his father how to raise the BB gun to shoot.

TAKING FIRST SHOT, Casey carefully aims his 16-gauge shotgun into the air. His shot scared up a squirrel which was killed by his older brother Amedee. Casey happily retrieved it for him (*far right*).





HIGH-STYLE HUNTERS, on anchored houseboat in Canadian waters of Rainy Lake, search for game at sundown. Two families hired houseboat and guides

in International Falls, Minn., used boat as mobile camp while they hunted duck and small game near shore. They also fished for northern pike from the deck.

You know what
they always
say...



"YEAH (SIGH) THE MAIL
MUST GO THRU!"

...Relief is just
a swallow
away~



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Alka-Seltzer[®]
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This fellow carries the mail. His job sometimes makes him tired. Maybe yours does, too. When you feel all worn out with a headache and upset stomach, just dissolve one or two ALKA-SELTZER tablets in a glass of water. Let it fizz—and there it is—relief that sparkles you "back again." With ALKA-SELTZER, relief is just a swallow away!

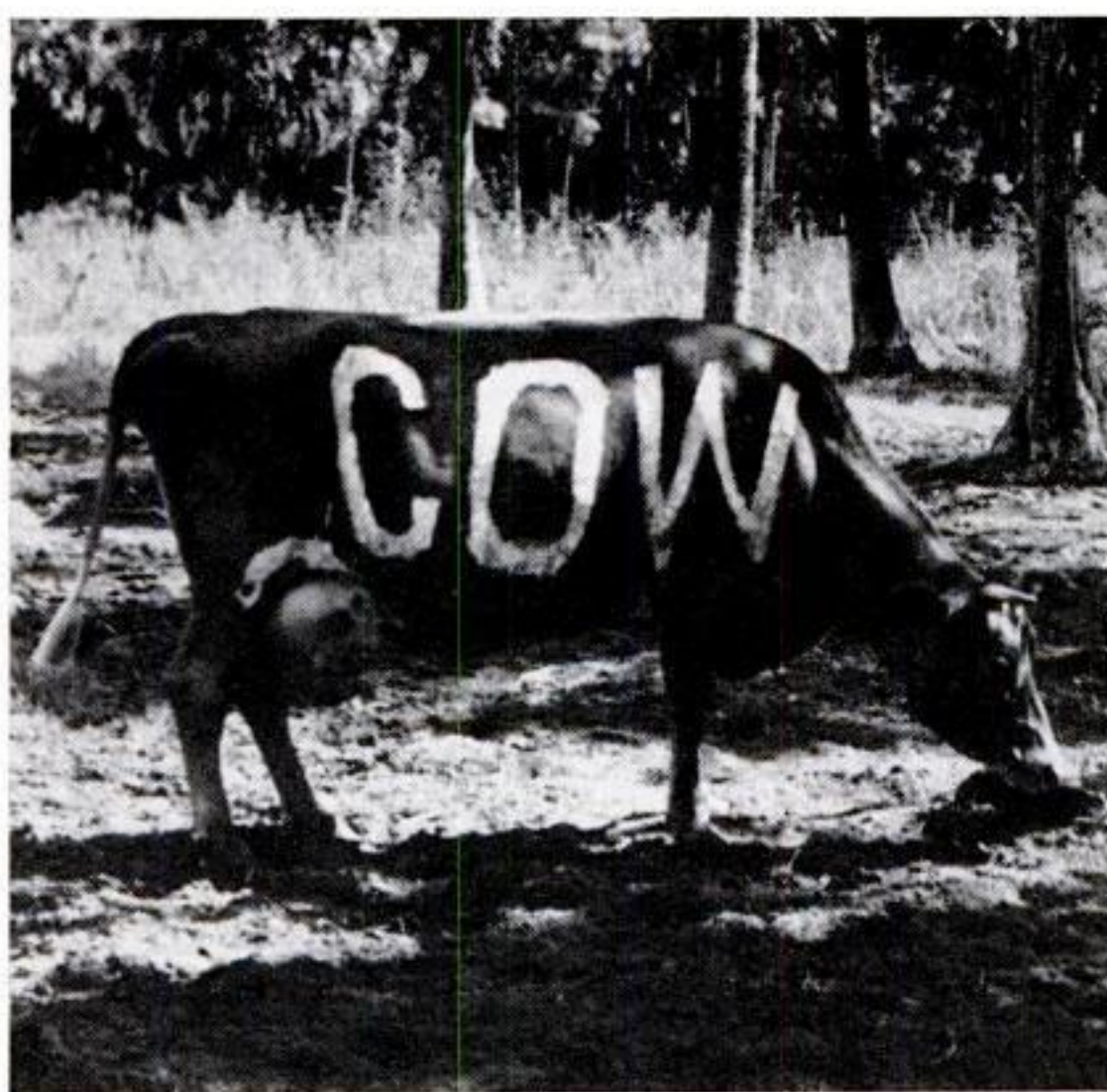
"BLESS THAT
RELIEF-GIVIN'
ALKA-SELTZER!"



MILES PRODUCTS **M** Division of Miles Laboratories, Inc., Elkhart, Indiana

WHAT TO WEAR AND BEWARE

When the tenderfoot sets out to equip himself, his first impulse is to buy clothing that will make him least resemble a deer, bear—or a cow. Then, happily clothed in gaudy cap and jacket, he adds the basic hunting equipment—gun, boots and ammunition. After that the tantalizing gadgets are practically limitless and line the sporting goods counters like bright new toys. He can take along a kidney warmer and a "Hot Seat," for waits on cold deer stands. He can carry BAR-noculars (*below*) that offer a strong field glass on one side and a liquid container on the other. And he can fill his pockets with duck calls, buck lures, hand warmers and waterproof matchboxes. This year safety experts are telling him that he should dress in yellow from boot to cap if he wants to wear the most visible color. But the most important items of hunters' equipment are caution and common sense. Mixing these judiciously, he should be sure he himself is not one of the dangerous minority of shoot-first, sight-later hunters who imperil everything that moves.



POSTED GUERNSEY wears warning to hunters in Pompano, Fla. Last season this farm lost two cows to erring deer hunters.



DRESSED TO KILL, model shows elaborate choice of gear. He holds Mannlicher-Schoenauer 30-06 rifle with scope (\$278); tall shotgun is Franchi 12-gauge (\$148); other is Zephyr Uplander 20-gauge (\$144). He wears reversible

jacket (\$25), insulated rubber boots (\$17). On rail are leather boots (\$20); combination boots below (\$18). On post is fur-collar coat (\$61). Pack is \$7, BAR-noculars \$55. Gear from Stoeger Arms Corp., David T. Abercrombie Co.

Styled for
happy holidays



Sir Jac

COMBED COTTON POPLIN

This handsome *Sir Jac* will warm any man's heart, come Christmas. Crafted in finest combed cotton poplin, with colorful red tartan plaid lining. Has smartly styled knit waistband, cuffs and turn-up collar—raglan sleeves—storm flaps on pockets—yoke umbrella back. Washable; water repellent. Ask for Model 3926L at good stores. About \$12.95.

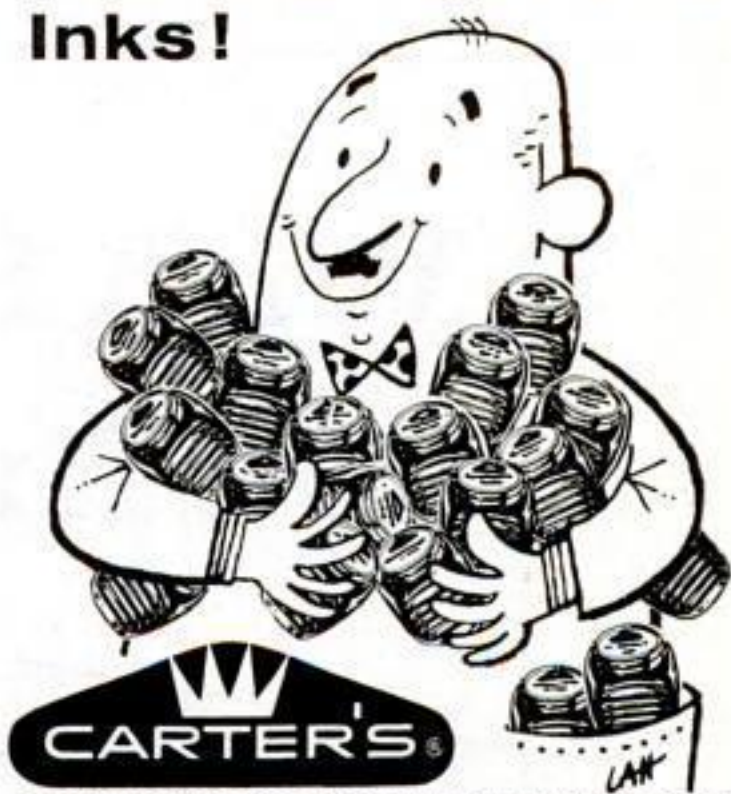
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New Jewel-Tone
Inks!**



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cleaning stoves,
you feel so good
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you finish faster! Only S.O.S is interwoven

to hold its shape—hold its soap. That's why
women say nothing else cleans, scours
and shines as fast. (And interwoven fibers
are easier on your hands.)

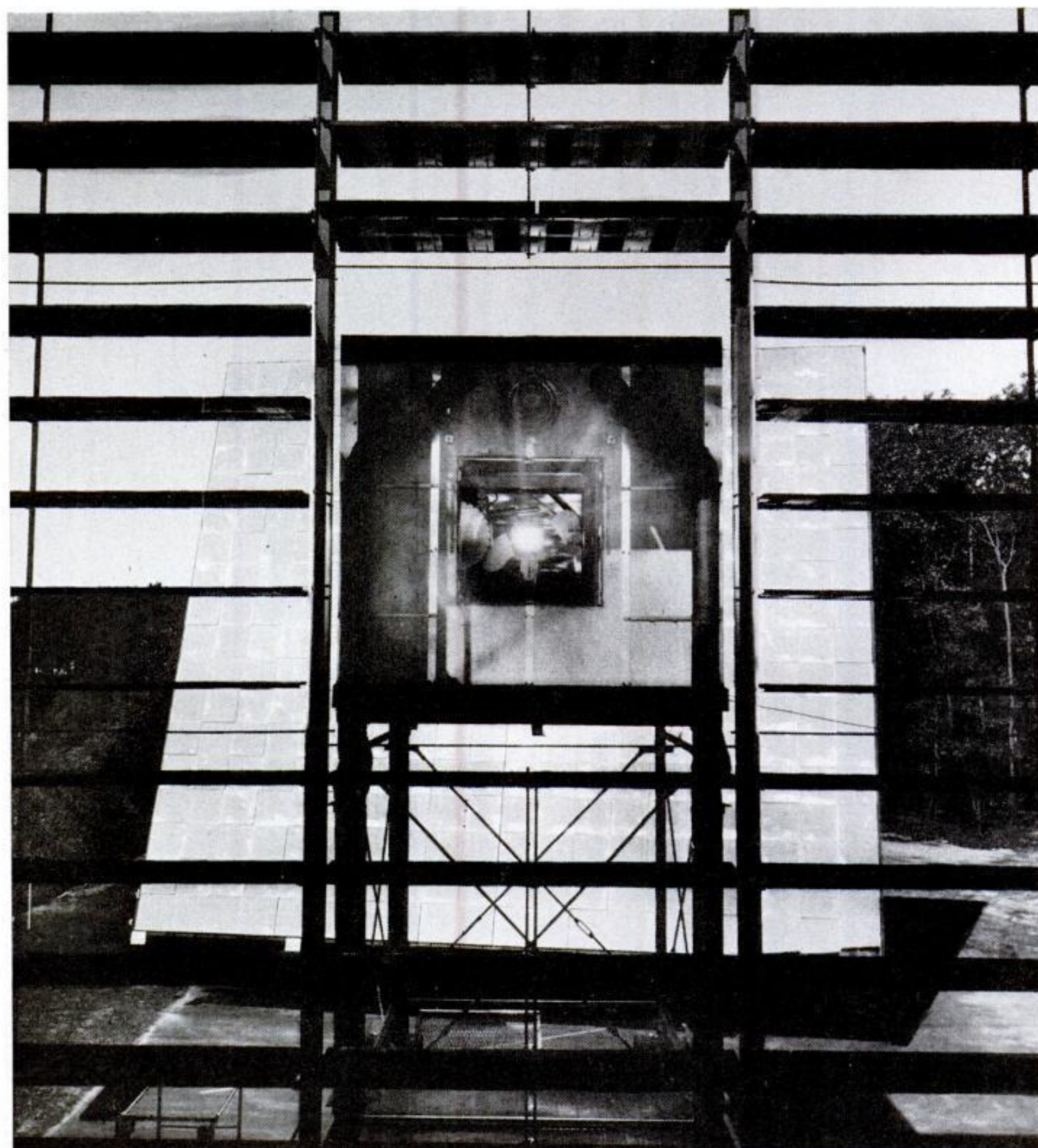


P.S. *The fresher the pad, the faster you finish!*

MIRROR TO TAME THE SUN

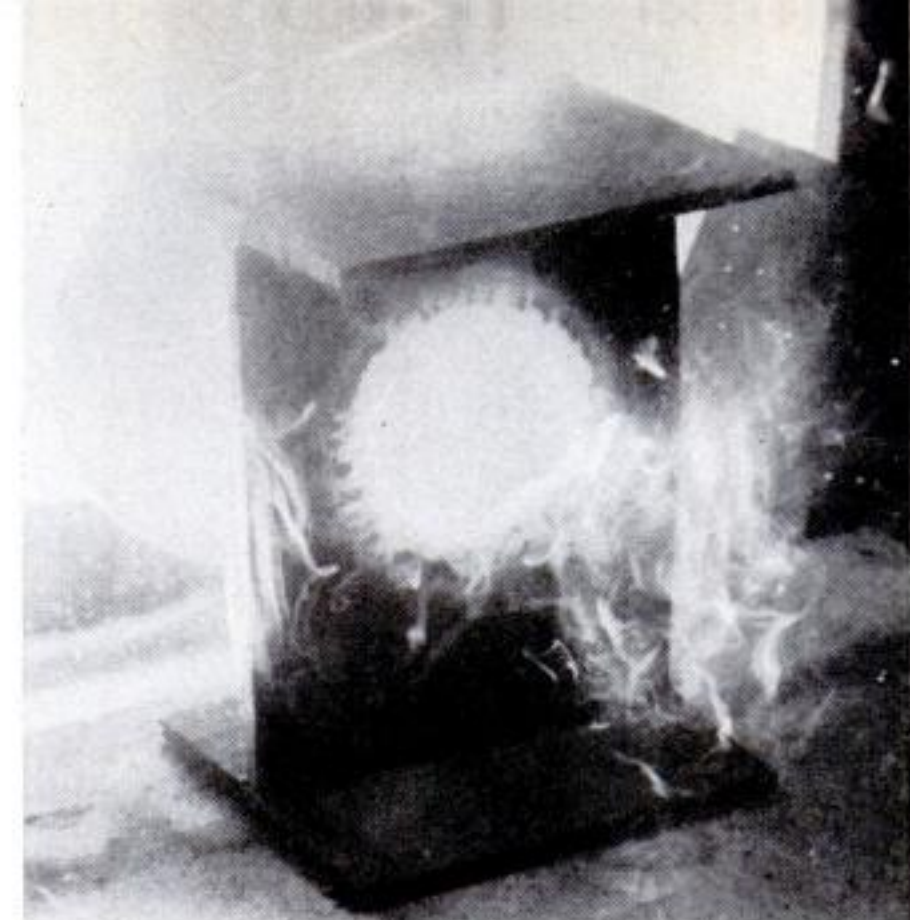


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ENTERING CHAMBER from a curved mirror behind camera, sun's rays are focused into small spot

which burns hole in material being tested. In background is flat mirror which catches the rays first.

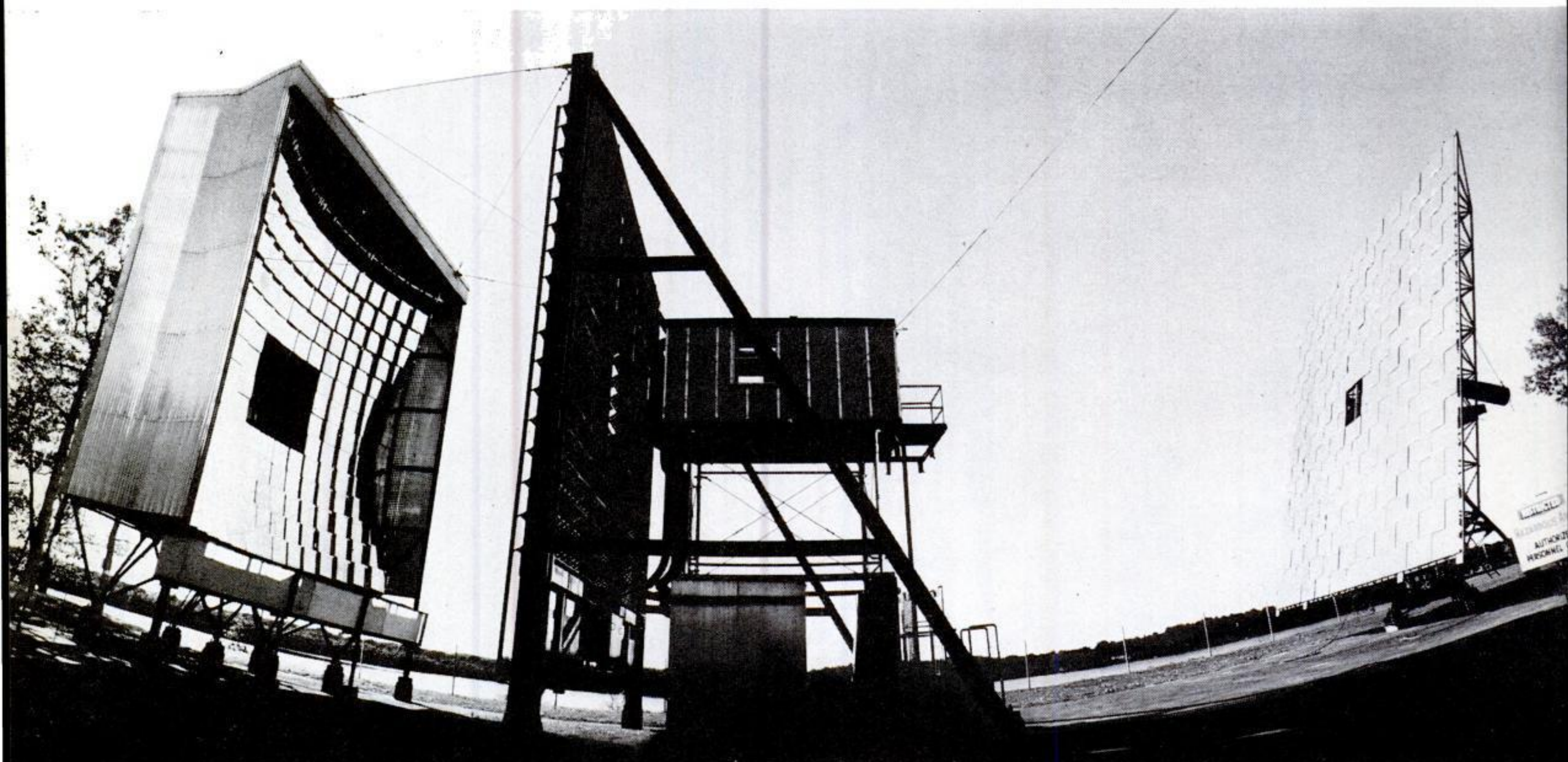


STEEL BEAM SMOKE AS SUN MELTS HOLE IN IT

MASSED RAYS PIERCE STEEL

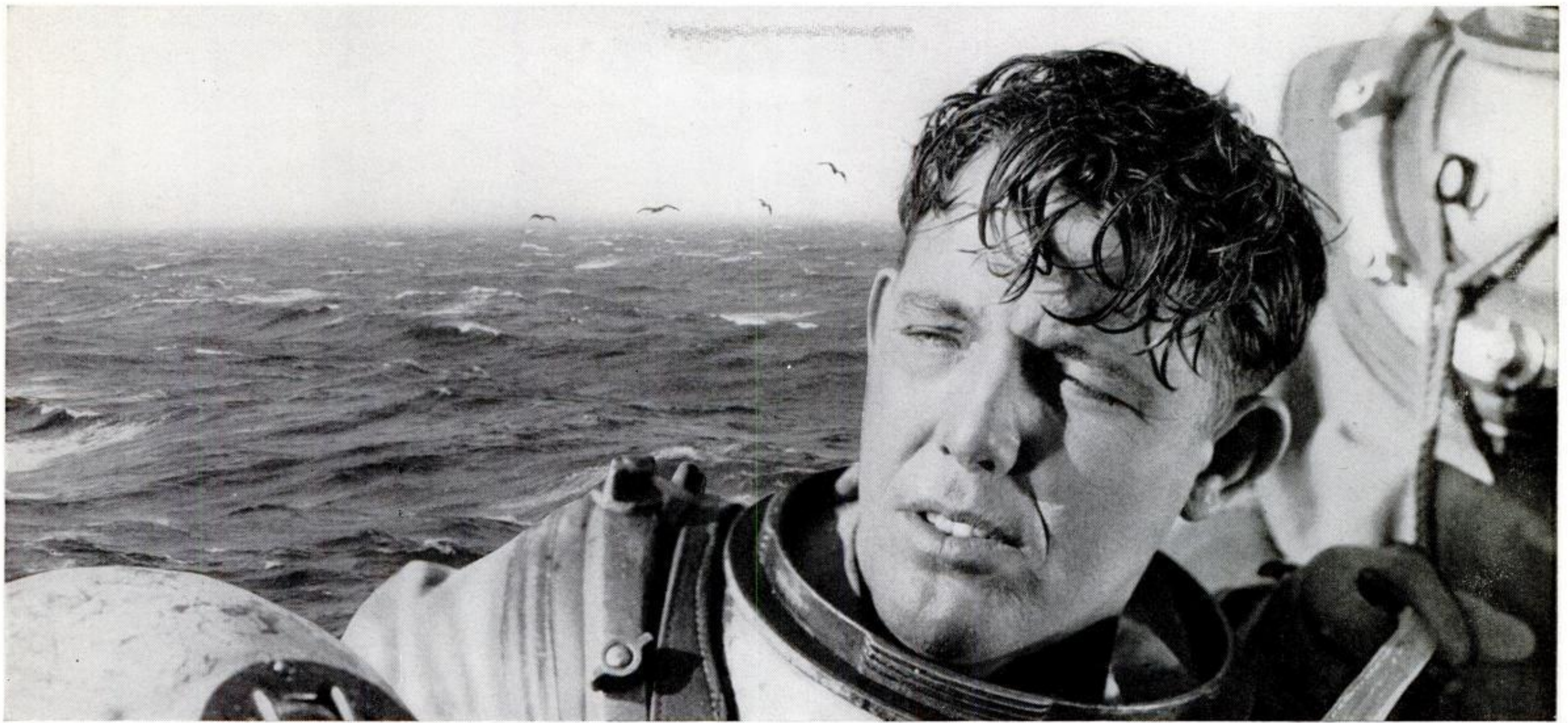
The two men shown standing on a maintenance platform on the preceding page are working on a huge glass mirror which the U.S. Army has constructed outside Boston to trap and tame the sun. The mirror's 356 sheets of silvered glass catch the sun's rays and bounce them into a complex network of more mirrors and shutters (*below*) which make up the nation's largest solar furnace.

Working like a magnifying glass, the mirrors focus the sun's rays onto a surface only four inches wide and create temperatures as high as 5,000° F. With temperatures like this the Army's scientists are able to duplicate, under safe laboratory conditions, the intense heat generated by nuclear blasts and to test materials which could be used on the battlefield to shield soldiers against a nuclear attack. A fast worker, the solar furnace is able to melt a hole through a steel beam (*above*) in 30 seconds.



SOLAR FURNACE consists of flat movable mirror at right which collects the sun's rays and reflects them through latticework of shutters, which control heat

intensity, onto curved mirror at left. Concentrated rays are directed into test chamber on top of scaffolding. Device, shown in wide-angle view, cost \$275,000.



Man with hair problem: New Orleans salvage expert Dick Audler has a hair problem even tougher than yours. Working under Gulf waters in a steel helmet is plenty rough. All that heat

dries out his hair, gives it a terrific beating. That's why Dick uses Vitalis®. It prevents dryness, tames even the wildest hair with V-7®, the *greaseless* grooming discovery.

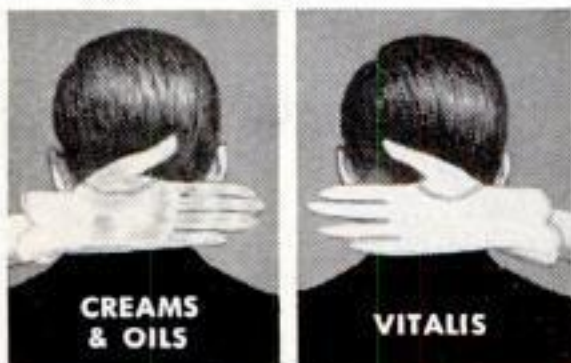


Same man with Vitalis: Dick Audler licked his hair problem with Vitalis. So can you. Use Vitalis every morning. It keeps your hair neat all day and does it *without* grease. And Vitalis has a special

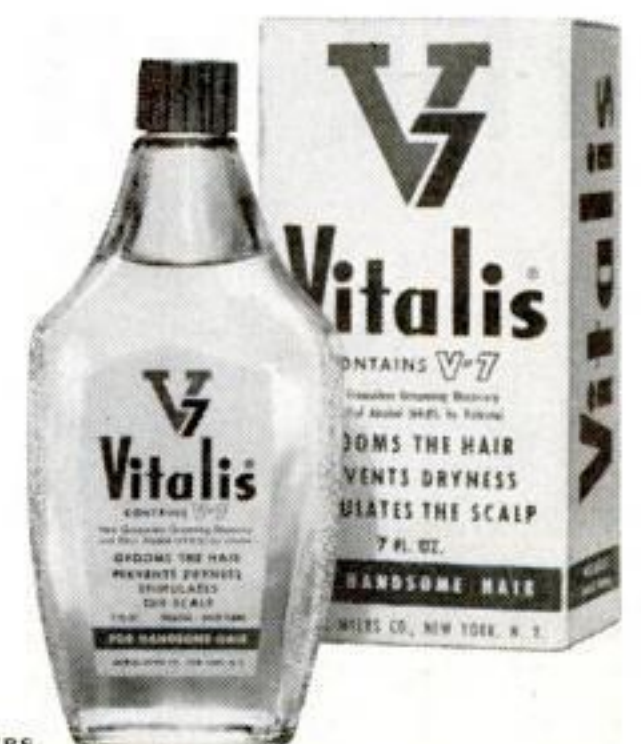
non-drying alcohol formula that fights embarrassing dandruff, provides wonderful protection against dry hair and scalp. Buy a bottle of new Vitalis with V-7 and see for yourself.

Vitalis keeps your hair neat all day without grease

...and prevents dryness, too!



White glove test proves difference: New Vitalis contains V-7, the greaseless grooming discovery. That's why it won't rub off even on a clean white glove, doesn't leave messy stains the way ordinary cream and oil hair tonics do.



ANOTHER FINE PRODUCT OF BRISTOL-MYERS



EXPLORING THE WRECK OF AN OLD STEAMSHIP JUST OFF THE BERMUDA ISLANDS, A DIVER, ONE OF A GROUP ATTEMPTING SALVAGE OPERATIONS, INVESTIGATES THE

THE GREAT UNDERWATER ADVENTURE

THE U.S. for the past few years has been immersed in an underwater craze. Throughout the country—even in the unsalty Midwest—hundreds of thousands of erstwhile landlubbers are snorkeling and Aqua-Lunging, buying approximately \$40 million worth of skindiving equipment every year. The more than a million copies of Rachel Carson's *The Sea around Us* which were sold a few years ago signaled a new popular interest in the mysteries of underwa-

ter life and the ocean floor. Scientists and laymen alike are becoming increasingly engrossed in life beneath the surface.

In all this enthusiasm for wetness, the most romantic, most challenging—and least predictable—field is salvage. Salvage, at least in its underwater form, consists of raising and recovering sunken ships or their lucrative cargo. It is a dangerous, mysterious and extremely difficult business. A lucky break may pay off in millions.

A huge investment may pay off in bankruptcy. And the skill and experience of the salvager often have little bearing on his chances of success. Despite the obvious profits to be made from salvage, only an estimated 500 people in the U.S. make a living from it. Most of these are employees of a few companies. But in addition to the professionals there are thousands of armchair experts who think that some day they might like to give salvage a whirl—and



VESSEL'S BOILER. BECAUSE THE WATER IN THIS AREA IS SHALLOW AND WARM, THE ONLY EQUIPMENT REQUIRED IS FINS, FACE MASK, AIR HOSE AND SWIMMING TRUNKS

DIVING IN SEARCH OF SALVAGE PAYS OFF IN PERIL, HARDSHIP, FRUSTRATION—AND SOMETIMES IN CASH

by ROBERT L. SCHWARTZ

perhaps a few hundred who at one time or another may actually try.

Their fascination is well founded. All over the world the ocean floor is littered with wrecks representing untold millions of dollars in lost cargoes and equipment. Every year hundreds of ships collide on various sea lanes or suffer some other disaster at sea, and an average of two hundred a year disappear below the waves. One expert estimate puts the number of vessels

sunk since 1850 at almost 25,000. A fortune, to put it mildly, awaits anyone who can devise a way to reach and recover this bonanza. And doing so has always seemed to the inexperienced like the simplest thing in the world. After the Italian luxury liner *Andrea Doria* sank near Nantucket 28 months ago, the big New York firm of Merritt-Chapman & Scott, which does a great deal of salvage work, received hundreds of letters from the public suggesting ways

to raise her. Some of the suggestions were highly ingenious. And why should not the *Doria* be raised? The 700-foot vessel lies in only 220 feet of water. If she had sunk bow first, sticking her nose vertically into the sand, her stern would now be standing out of water nearly as high as the Washington Monument.

But despite the immense popular enthusiasm and the apparent rewards, the *Andrea Doria* is almost certainly not going to be raised. Nor will

UNDERWATER ADVENTURE CONTINUED

any other ships in similar circumstances be raised in the foreseeable future. Raising submerged hulks off the bottom is far from a flourishing business, and the reason is simple: it usually costs at least \$10 a ton more to raise a ship than the salvaged vessel can be sold for.

What pays off in salvage is raising cargoes from sunken ships. This is what attracts both professionals and amateurs, and the stories of their exploits—some ludicrous and impractical, some wonderfully successful—are tales of wild and improbable adventure.

For the sea is one element that still guards its ancient mysteries. Salvage has seen surprisingly few new ideas in the past half century. Back in the early 1900s, when Orville Wright first flew 200 feet above the earth, man could dive almost 200 feet below the water's surface. Today airliner passengers fly thousands of feet in the air, but for most practical purposes the maximum depth for salvage divers is still 200 feet. The struggle against salvage's two great enemies—water pressure and undersea currents—has been waged not only by governments and scientists but by a strange band of entrepreneurs, speculators, retired admirals, advertising executives and even automobile salesmen.

An idea of some of the pitfalls confronting salvagers can be found in the story of the freighter *Oregon*, one of the most unusual of all World War II losses. The *Oregon* today has aboard her a cargo worth \$2.5 million and she is in an accessible area. With luck a skindiver plus a friend in a motorboat might recover the entire cargo on an investment of \$1,000.

The *Oregon*, a 6,700-ton freighter, was in Long Island Sound on the night of Dec. 10, 1941. She was running blacked out because of the Japanese attack on Pearl Harbor two days earlier. Heading toward Nantucket, she was sunk by, of all things, a U.S. battleship. The *New Mexico*, hurrying toward Pearl Harbor, rammed into the unlighted *Oregon* at 4:43 a.m. The battleship was damaged but, after much shouting in the darkness, continued to Norfolk for repairs. A destroyer was ordered to stand by to give help if necessary.

When dawn came the *Oregon*, despite a fearful rip across her forward deck and down her side, was still very much afloat. The rip stopped a foot above the water line, and in the calm sea the *Oregon's* holds were dry.

The destroyer thereupon hurried off to catch up with the *New Mexico*. This was a reasonable move under the circumstances. A less fortunate decision was made by the *Oregon's* captain, who elected to continue his journey around Cape Cod to Boston. Before noon the weather worsened, and seas began to reach up into the cut in the ship's side. Soon almost every wave was sending water inside. At 1:30 p.m., 20 miles from Nantucket Lightship (and 50 miles from the spot where the *Doria* was to sink 15 years later), the *Oregon* went down in 120 feet of water with a loss of 17 lives.

The *Oregon* had on board four million pounds of South African Merino wool then worth \$1 a pound. Tightly baled under great pressure and saturated with its own lanolin oil, it was impervious to sea water. A wool cargo similar to the *Oregon's* was once salvaged after 18 years, brought straight to the mill and processed with only minor loss.

The *Oregon's* cargo is particularly attractive to salvagers because wool floats. If set free it would theoretically pop up to the

surface through the *Oregon's* huge hatch covers. It could then be lifted aboard another vessel or could even be towed through the water to its destination in Boston, where it would bring its finder a fortune.

But like every salvage operation this one has a few catches. First, virtually every shorefront fisherman, promoter, speculator and professional and amateur diver from Boston to Montauk Point knows about the *Oregon*, and a considerable percentage of these people have organized expeditions to recover the wool. Business was so brisk at one point that an enterprising fellow in New Bedford, Mass. was caught fraudulently hawking "permission" to raise the cargo. Secondly, two professional salvage men have studied the *Oregon* case carefully—even enthusiastically—but their eagerness has vanished along with about \$35,000 spent on research ashore and at sea. Third, more than \$100,000 has been spent with a similar lack of success by informed investment groups who hoped the wool could be recovered.

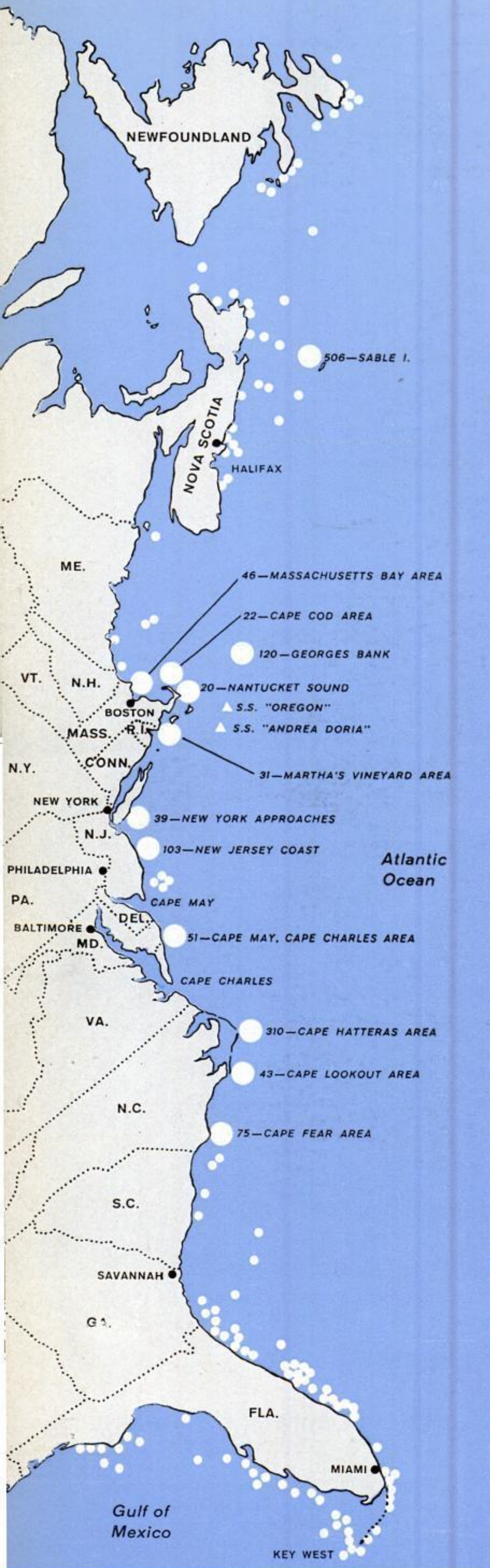
None of the amateur groups even found the *Oregon*. By far the greatest amount of money spent on the ship has gone into locating her. Finding a sunken ship, even when her approximate position is known, can be appallingly difficult. Even the professionals dread the weeks, sometimes months, required to locate a wreck. Within 100 miles of the *Oregon*, for instance, near Block Island, lies a copper ship which was deliberately sunk in 1942 by her captain when he learned that she had a major leak and would founder during the night. Rather than wait for fate, the captain took an accurate fix, radioed his position ashore, got his crew into lifeboats before darkness fell, then opened the sea cocks and scuttled his ship, secure in the knowledge that she was in a known position in shallow water, and that her cargo could easily be salvaged. The crew got away fine—but no one has ever found the ship.

Enter the admiral

ONE of the most knowledgeable people to become involved in the *Oregon* was a retired rear admiral named Lebbeus Curtis. Curtis made a name for himself in salvage circles when he raised the battleships the Japanese had sunk at Pearl Harbor, and he went on to become the Navy's chief salvage officer in the Pacific. By the end of World War II he had pulled some 800 ships off rocks, beaches and shallow bottoms where shellfire and typhoons had driven them. No man in America has salvaged more ships. It was reasonable to expect that when he tackled the *Oregon* the salvage problem would soon be solved.

The admiral, working on his own, dropped a considerable amount of cash in searching for the *Oregon*. He obtained exclusive rights to the cargo on a percentage basis from the underwriters who owned it (all sunken cargoes and ships, including floating derelicts, are owned by someone, despite the folklore to the contrary). Then Curtis spent two summers looking for the ship.

One night as he was giving up his search pattern to run before a storm, his grappling hook suddenly caught hold of something. Curtis pulled hard on the line and brought up part of the bridge railing of a sunken ship. Delighted, he threw over a 50-pound anchor with an oil drum attached to it as a marker buoy. To his astonishment the



NUMBER OF WRECKS awaiting salvage runs into thousands on East Coast alone. Small dots are single hulks, large dots show where navigation hazards have caused many sinkings (estimated number is beside dot). Triangles off Nantucket show where *Andrea Doria* and the freighter *Oregon* lie a few miles apart.

ALL ABOUT THE DOG IN YOUR LIFE



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No doubt about it, there are times when even the best mannered pup does what he shouldn't. Sometimes a good sound talking to will be sufficient punishment. Other times it takes an old-fashioned spanking. If he's the sensitive type or a young pup, stick to the scolding; a spanking might crush his spirit. If he's grown-up and should know better, give him a firm smack on the rump with a folded newspaper - never with your hand. Reward good behavior with a special treat - like a handful of delicious Friskies Cubes.

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After middle age...

As your dog grows older, give him the little extra attentions he needs and has earned so richly over the years. See that his bed is made a little softer and warmer; as he gets older, he is more sensitive to cold and his bones are more brittle. Don't expect him to lead the strenuous life

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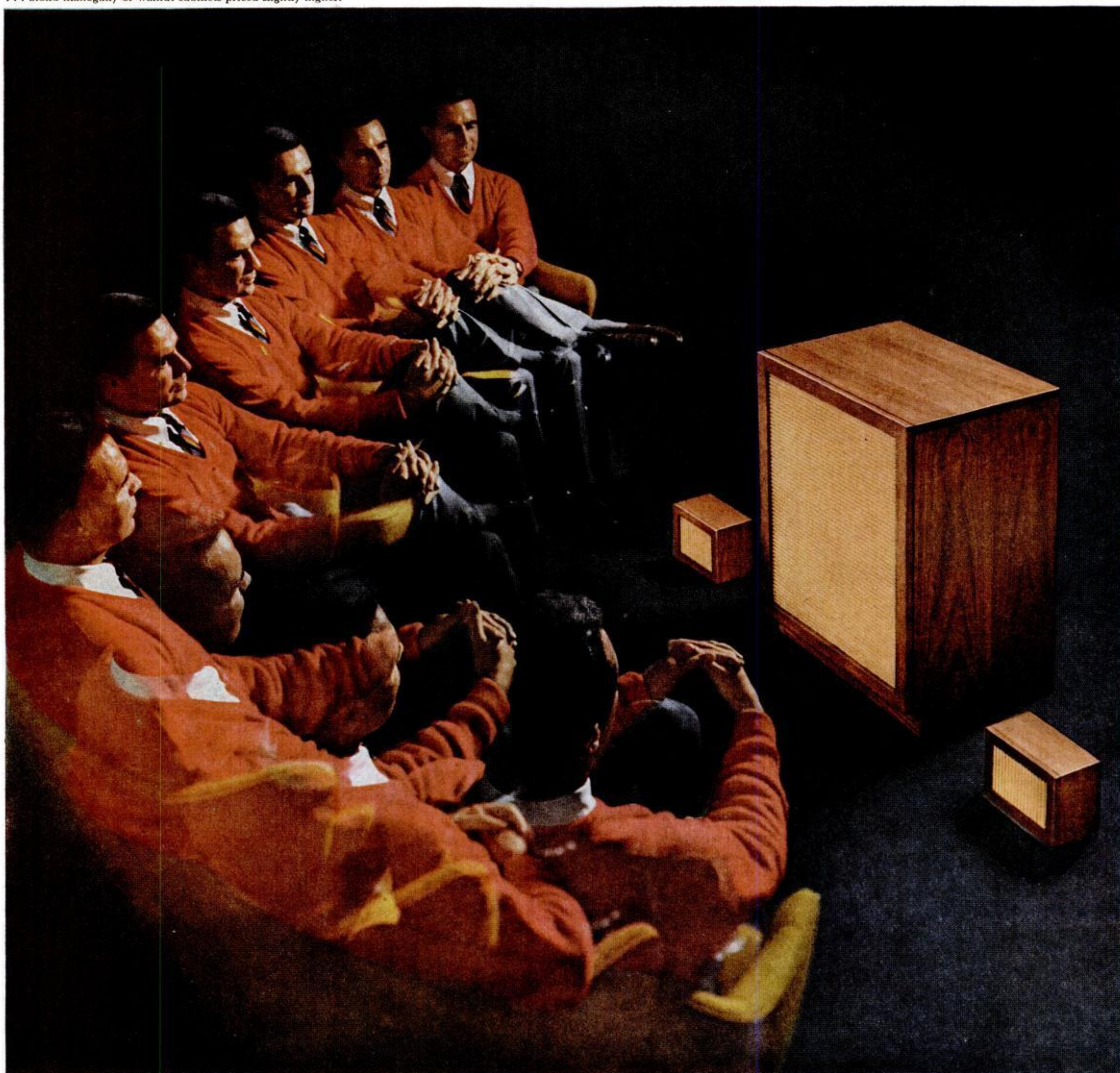
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HULK OF "NORMANDIE," French liner which caught fire at New York in 1942, was refloated at a cost of \$4.5 million, then sold as scrap for \$161,680.

UNDERWATER ADVENTURE CONTINUED

drum and anchor went bobbing away. Curtis then threw a 250-pound anchor over the side. He could see this too was drifting. The admiral had earlier marked the general search area with a buoy-attached to a 1,000-pound anchor. Now, to his utter amazement, he saw even this buoy edging slowly but perceptibly away from him. Some quick calculations convinced Curtis that he was in a real tide rip—a swift, powerful tidal current of a sort common in the Nantucket shoal area. It was a fearsomely difficult spot for diving. He turned his ship toward home to escape the approaching storm—and to do some thinking.

When he was through thinking, Curtis returned his chartered boat to its owners, packed his bags and went home. He had decided that a) if he hadn't found the *Oregon* he had already spent enough money looking for it and b) if he *had* found the *Oregon*, it was in an area where salvage was impractical.

Another enterprising figure drawn to the *Oregon* was Captain Robert Stefanich. Stefanich spent eight years painstakingly studying every wreck in shallow water from Newfoundland to Brazil. He not only studied their cargoes, their manifests, their locations and their damage but inspected the most promising of them with underwater diving gear and had their cargoes assayed on the basis of samples he brought to the surface. Then he bought ownership of the best sunken ships he had found.

Locating the 'Oregon'

ONE of the vessels on his list was the *Oregon*, and like many another salvage man he was intrigued by the elusive hulk. Stefanich proceeded to investigate the location personally. Within two days he was back with a report that he had a) found the *Oregon*, b) put a diver aboard it, and c) rejected it.

Although this claim was greeted with astonishment by other salvage men, Stefanich had a ready explanation. He and a diver, Bill Griffith, went out to the scene of the wreck in a chartered tugboat. Then they dragged a lead pipe along the bottom with a microphone attached to it and listened for the sound of metal striking metal. When they heard it they lowered grappling hooks and snagged them on the wreckage. Then Griffith followed the line into the water, using it to steady him against the current that had bothered Admiral Curtis, and soon found himself on the *Oregon*. After a time he came up. "What do you say?" asked Stefanich, who accepts Griffith's technical judgment completely.

"Let's get out of here," said Griffith. "Biggest mess I ever saw." On the way back to port he explained that all the booms and rigging and part of the bridge structure of the *Oregon* had fallen on her forward hatch covers. The current was just as bad as Admiral Curtis had suspected and swirling sand was everywhere. Captain Stefanich regretfully crossed the *Oregon* off his list.

Many salvage fiascos, far from occurring on storm-tossed seas, have taken place in the heart of crowded communities. The famous French liner *Normandie* caught fire and capsized at her pier in New York City on Feb. 9, 1942 while being transformed into a U.S. Navy transport. The *Normandie's* hulk obviously had to be moved. There were not enough skilled divers to do the job, so the Navy established a diving school aboard the capsized vessel and trained 400 divers. Twenty months later, after an expenditure of \$4.5 million, the ship was finally refloated. But then it was decided

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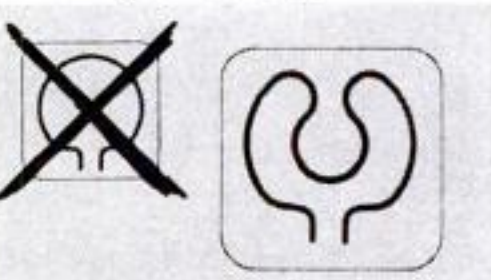
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UNDERWATER ADVENTURE CONTINUED

that it was not worth refitting. A scrap company paid \$161,680 for the hulk and she was towed away and broken up.

The *Empress Bay*, a tanker which burned and sank after a collision in New York's East River last summer, had to be moved out of the busy river, and quickly. The salvage contract had a penalty clause: if the *Empress* was not raised and removed within 15 days the contractor had to pay a fine of \$1,000 for each extra day he took. The firm that accepted the job was a small Baltimore outfit unaccustomed to the tides and furious traffic of the East River. Its inexperience proved disastrous. The company had a series of accidents and delays, and its net loss in penalties alone, not counting overtime and extra equipment, was more than \$20,000.

Underwater salvage does not consist entirely of fiascos. A few old-line firms still turn a profit, mainly by retrieving lost cargoes. These are the firms that have produced the major improvements in salvaging in recent years.

The first company to break the historic 200-foot depth barrier was an Italian salvage firm, the Società Recupero Marittimi, or SORIMA. This group, after successful beginnings in the Mediterranean and English Channel, decided in 1929 to tackle a bolder venture in the Bay of Biscay. Their target was the British P. & O. liner *Egypt*, sunk in 1922 when she was rammed in a thick fog. She carried in her innermost strong room a \$5 million cargo of silver bars and gold bullion. At that time no cargo that valuable had ever been recovered, and no one had ever attempted a recovery at such a depth: nearly 400 feet. For the big try the Italians used a German-built diving bell with mechanical arms and a man inside to operate it. Their plan was to find the *Egypt*, blast their way into the bullion room and haul the gold to the surface. No man in the usual diver's rig could be used, for none could survive at that depth. Instead, the man in the bell, hanging at the end of a 400-foot cable, would place the dynamite, observe results and direct the hoisting of the gold.

It took the SORIMA group over a year just to find the *Egypt*, and when she was finally identified she was found to be resting bolt upright. Instead of blasting quickly through her side the Italians had to blast vertically through four decks to the strong room. That took another two years. The bullion was finally recovered in 1932.

That \$5 million recovery record lasted nearly a decade. In 1940 the passenger liner *Niagara* was sunk off New Zealand by a German mine. Aboard her were 295 small wooden boxes containing \$10 million worth of gold ingots, and the Bank of England promptly set about finding a salvage group to recover it.

Another adventure at 400 feet

BEFORE long, an Australian group was formed, mainly around two professional diving brothers named Johnstone. Their ship was a small, decrepit 40-year-old coastal vessel named the *Claymore*, with weeds growing between her deck planks and much of her equipment either rusted away or stolen.

Among the other problems faced by the Australians was the mine field in which the *Niagara* lay. One day the *Claymore* got a mine so tangled in her anchor cable that one of the Johnstone brothers had to go over the side to free it. Until he could cut it loose, he had to climb on the mine and fend it off as it threatened to bump the side of the *Claymore*.

After seven weeks the Johnstones found the *Niagara* lying on her side in 438 feet of water. Although two mines had exploded against her hull, the center section, containing the gold, was undamaged. The Australian salvage group, like the Italians, had a diving bell, but it had no arms and could be used only for observation. To blast through the *Niagara's* hull, the crew had to lower explosive as directed by the man in the bell, shifting it at his orders until it was in the right position. Then it was set off from the surface. At last the salvagers blasted a 60-foot rectangle in the *Niagara's* side and blew in the door of the strong room. Then they lowered a clamshell scoop like those used by crane operators on construction projects and started grabbing up gold bricks. Soon the *Claymore's* captain was going to bed each night above a wall-to-wall carpet of gold eight inches thick. In all, the *Claymore* retrieved 94% of the gold on the *Niagara*—some \$9,512,000 worth.

The remaining \$488,000, deemed unrecoverable by the Australians, was later salvaged by another group. Their feat is noteworthy chiefly because of the identity of their leader, an Englishman named Risdon Beazley, perhaps the least known but most important major salvage man in the history of the business. Beazley is the mystery man of the salvage industry. During World War II

CONTINUED

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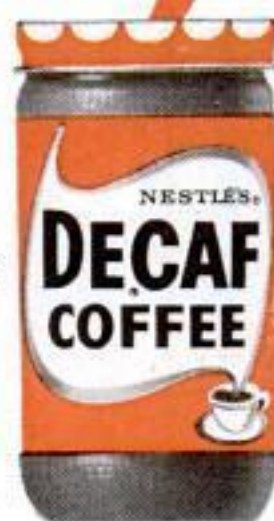
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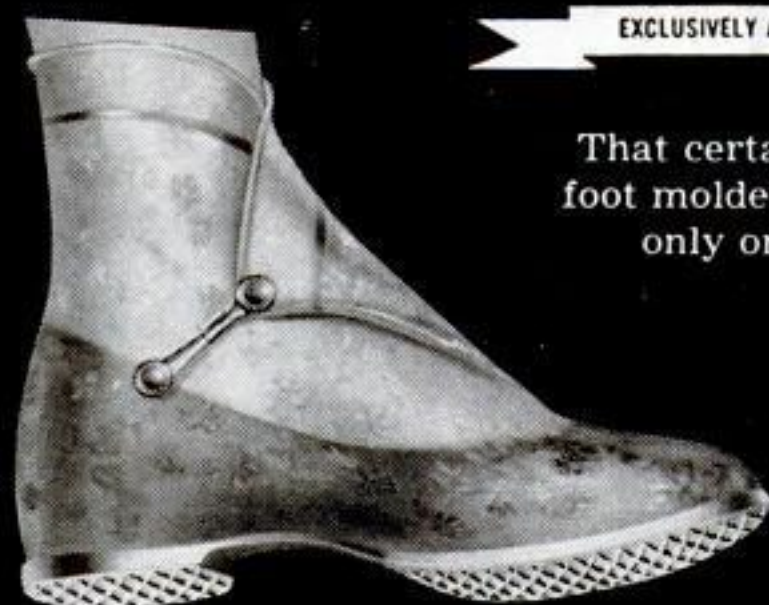
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SUBMARINE "SQUALUS" emerges briefly from sea off Portsmouth, N.H. during salvage operations after carrying 26 to their death in 1939. Though sub sank again after this dramatic reappearance, she was floated later that year.

UNDERWATER ADVENTURE CONTINUED

he headed the British navy's 70-ship salvage armada. After the war Beazley took over the family salvage business and he has been in it ever since. He has probably brought up more cargo in his career than all the other salvagers who ever lived. He owns his own docks, warehouses and ships, and is so highly regarded by the ultraconservative insurance companies in London that he sits on the boards of three of them. In a business loaded with speculators, romantics and promoters who say they are going to get rich quick, Risdon Beazley is a serious, reticent man who has grown rich slowly but surely. Yet he is so shy that he has never granted an interview or been mentioned before in a nonprofessional article, and his name is virtually unknown even to his own countrymen.

Beazley is reported to have at least five specially equipped salvage vessels working today at various points of the globe. If so, he is probably the only salvage operator who sees much profit left in the business.

The consensus among professional salvage men is that ships have never been worth raising and that while cargoes are more promising, most of them are truly profitable only in wartime, when the prices of raw materials are high. Of course, salvage jobs do come along which are profitable because they are essential, as when a sunken ship blocks a harbor or when material must be salvaged for military reasons. Salvage may also be desirable strictly for public relations. The Navy submarine *Squalus*, which attracted nationwide attention when it sank off Portsmouth, N.H. in 1939 with 59 men aboard, was ordered raised at any cost so the bodies of 26 who drowned could be recovered. But on the whole, salvage jobs are becoming fewer and fewer. "Anyone who starts a salvage company today is foolish," says one veteran operator.

Saving a beached 'Baboon'

BUT, as always, people who simply do not know any better are constantly making expert opinion look ridiculous. An excellent example is a former Buick dealer from Havelock, N.C. named Esveld Canipe, who four and a half years ago got himself involved in one of the most delightful salvage romps in history.

One day in 1954 Canipe heard that a storm had driven aground on the sands north of Cape Hatteras a small freighter, the *Omar Babun*. There, like hundreds of ships before her, she was sure to be broken up by strong tides and shifting sands. Her cargo, a disassembled steel mill destined for Havana, would have to be abandoned.

Canipe thought about this briefly, went out to see the shipwreck for himself, then put in a call to New York. Although the *Omar Babun*—already called the "Baboon" by the Outer Bankers who crowded the beach—was sitting only 250 feet offshore in shallow water, the insurance firms in New York admitted they considered her a total loss. They happily agreed to give Canipe one third of anything he might salvage.

A week later the beach looked like a stage set for a bad musical comedy. The principal characters could be identified by overalls bearing the slogan "Better Buy Buick" on the back, and the

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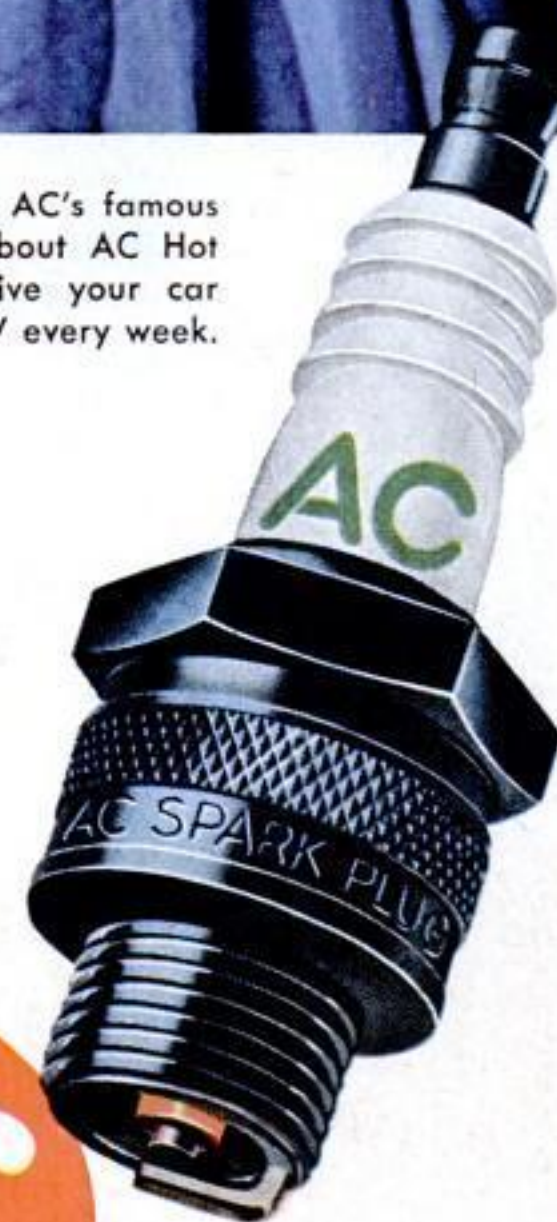


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UNDERWATER ADVENTURE CONTINUED

principal props were the stranded freighter and two large bulldozers. Highway officials had refused to allow Canipe to import a mobile crane from Elizabeth City 60 miles away because they thought its weight would wreck the roads. So Canipe sent his erstwhile mechanics and salesmen out to the freighter in a rowboat and told them to clear the ship's own diesel engines and booms.

Canipe then set about building a road from shore to freighter by having his bulldozers shove sand out toward it. The crowd on the beach thought this was the funniest thing they had ever seen, especially when the next tide washed the road away like a child's sand castle.

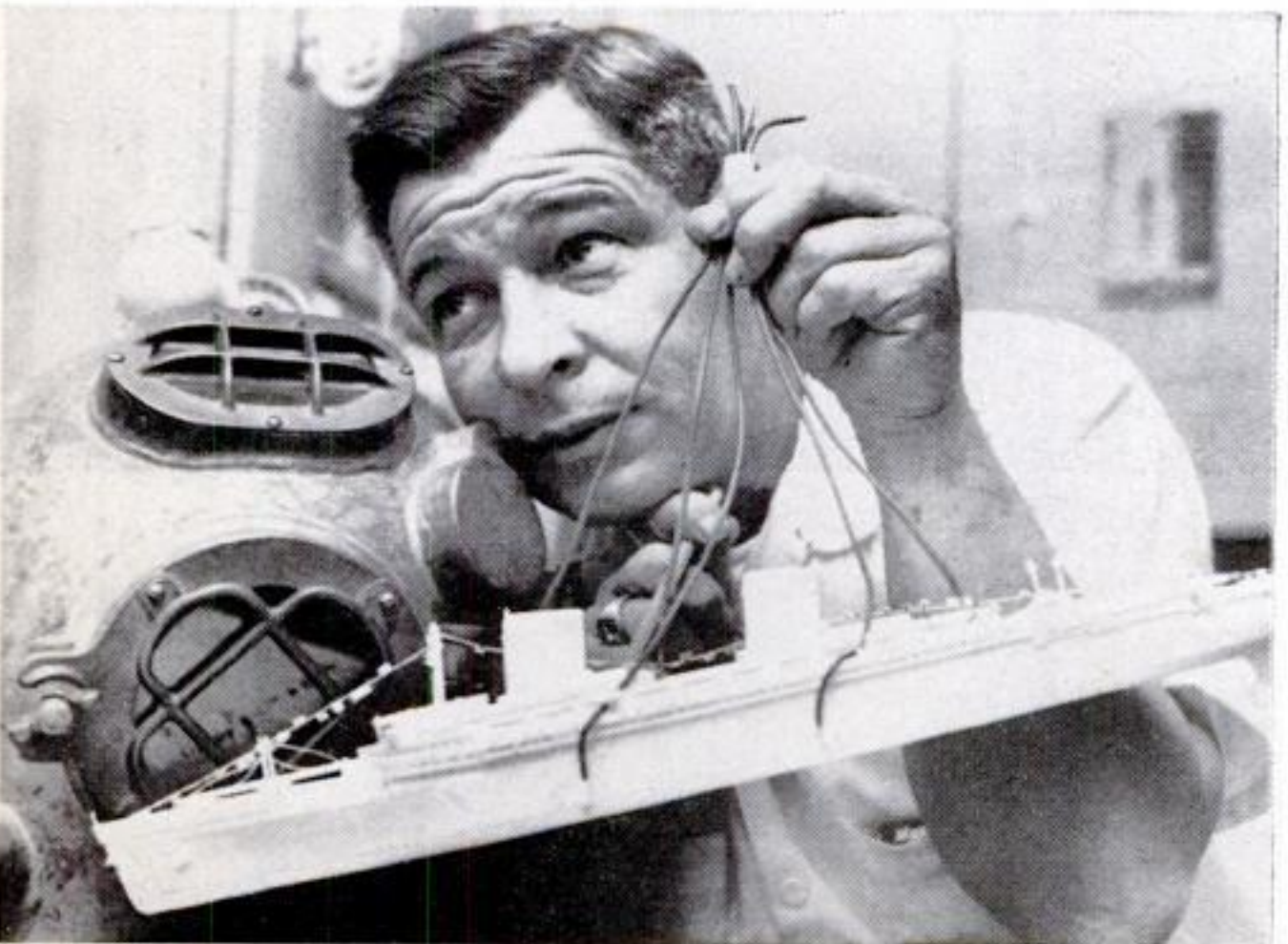
Canipe refueled the bulldozers and began all over again. The next tide washed out the road. Between tides he rebuilt it. Next tide, no road. The same on the next tide. Ten days passed. Canipe's bulldozers kept building the road, and at each high tide it disappeared. Finally one day the road survived. Laughter on the beach died out.

Aboard the Baboon the chief mechanic was ready. He had found a giant steel press filling the forward deck, obviously the first item to be removed. The mechanic hooked it to one of the ship's booms and swung the press over the side of the ship. On the new road below rested a sturdy skid, hitched to one of Canipe's bulldozers. Suddenly the cable snapped, and the press hurtled downward. Inexplicably it missed both ship and bulldozer and landed firmly and fairly on the waiting skid. Without missing a beat, the bulldozer operator threw in the clutch and dragged the press up on the beach.

After that, it was easy. Hour by hour, day by day, the unloading continued. After three weeks the ship was empty and noticeably lighter. Canipe went to a Norfolk scrap yard and bought two huge anchors weighing 2,300 pounds apiece. He had them attached by cables to the winches on the Baboon and then dumped a mile offshore. At the next high tide the winches pulled against the anchors. The cables tightened. The anchors held. Slowly the Baboon began to pull herself out to sea toward the anchors. As she came fully afloat a tug hove into sight, heaved a towline onto the Baboon, and towed her to Norfolk. In all, Canipe had spent some \$70,000—but he had salvaged a cargo worth \$110,000, one-third of it his, and a hull worth at least \$75,000 more.

Canipe had been lucky—so far. But the whimsical gods of the salvagers now turned against him. While the *Omar Babun* was tied up at Norfolk the city was hit by a hurricane. The steamer's engine room flooded and caught fire from a short circuit, causing such damage that Canipe had to sell her for scrap. His profit on the hull dived from a potential \$75,000 to an actual \$25,000 or so.

If Canipe's experience proves anything, it is that anyone interested in salvage should stay home and forget about the cold, mysterious, tricky depths where treasure lies. The whole business is far too difficult and impractical. Still, it is undeniably exciting, and most born salvage men are not easily discouraged by either truth or circumstance. For such people, the best thing to do is to get together the proper equipment and head for the eastern seaboard. Once on the coast, they should hie themselves to the docks at New Bedford, Mass. From there they can get out to the *Oregon* in just a couple of hours.



"ANDREA DORIA" SALVAGE SCHEME, one of many ingenious plans rejected as impractical by big salvage firm, is demonstrated by George Perry, Boston diver. He would seal portholes, pump in air until liner surfaced by itself.



"It'll paint smoothest if you prime it with Weldwood Firzite"

Before you paint new softwoods, seal with Weldwood White Firzite.® Stops "wild grain" from showing through; gives beautifully smooth results. Saves paint, prevents checking. Use as wipe for blond or pickled effects, and pastel oil stains when tinted with colors-in-oil.

Before you stain or varnish new wood, use Weldwood Clear Firzite to seal softwood growth, get even stain penetration. An excellent stain when tinted with colors-in-oil.



Weldwood Satinlac® Lightener as first coat prevents darkening when new wood is finished, though is not a bleach.



New Weldwood Satinlac® clear, non-yellowing complete finish. Preserves natural beauty of all woods. Virtually odor-free.

WELDWOOD® WOOD FINISHES

Products of UNITED STATES PLYWOOD CORPORATION. At hardware, paint, and lumber dealers'

A NEW EXPERIENCE IN RELAXATION!
Dean Foamers®
WORLD'S MOST COMFORTABLE
LOUNGE CHAIRS
Dean Div. MODERNIZE, INC. • CHICAGO 11, ILLINOIS

Eyes "Sing"
Made Sparkling Bright and Rested in Seconds!
Just two drops of safe EYE-GENE in your eyes—and presto!—gone is that tired, irritated look and feeling due to smoke, glare, dust, lack of sleep, TV, etc. Use every day. 50¢, 75¢, \$1.25 in handy eye-dropper bottles at drug counters.

Safe EYE-GENE
DON'T COME UNGLUED!
USE
Clarke's
PUSH-BUTTON
WHITE GLUE
Handiest glue to use. Just push the button. Extra-Strong! Dries Clear! Ideal for wood, paper, china, etc.
Flamemaster Div. Dyna-Therm Chem. Corp., Culver City, Calif.

When is a work surface work-happy?

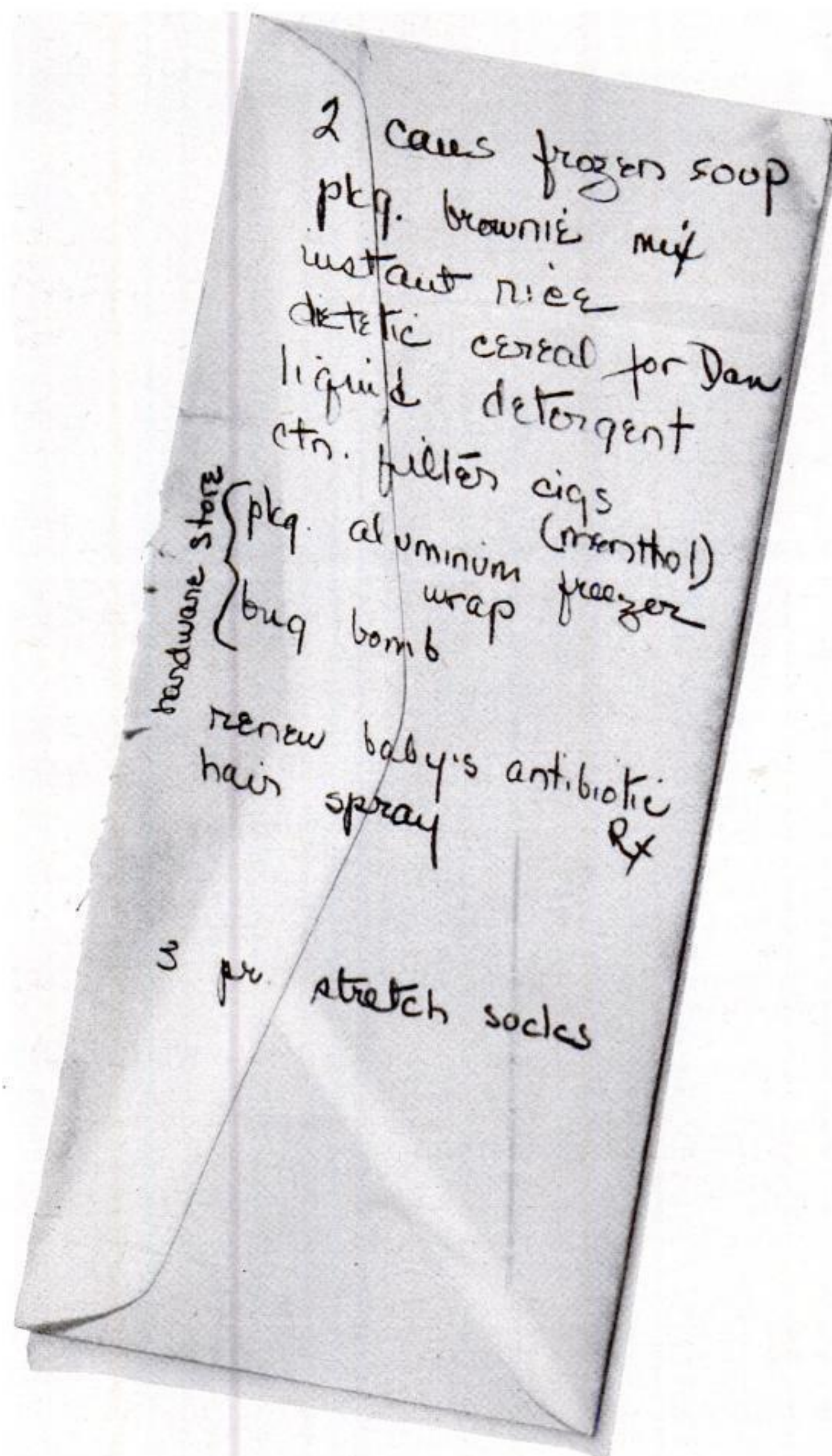


STIX makes a washable, work-happy surface the easy way! Ask for STIX, the self-adhesive decorative material made of FIRESTONE VELON PLASTIC.

RUBBER SCRUBBER®
The Quality
SCOURING PAD
2 SIDES
1000 USES
AT LEADING GROCERY AND VARIETY STORES

Rayn Lite
PLASTIC BOOTS
BY Cambridge
FOR WOMEN, MISSES AND CHILDREN
RAYNLITE® a registered trademark of the Cambridge Rubber Co., Cambridge, Massachusetts

Prompt relief!
CHAPPED CRACKED LIPS
Best for FEVER BLISTERS, COLD SORES
ChapStick®
... for every member of the family



The shopping list you couldn't have written 10 years ago

A short 10 years ago, these items and hundreds like them were, at most, hopeful ideas.

Even after they existed as products, it still took advertising to make them household words.

Because advertising was able to make them known to great numbers of people, manufacturers were willing to produce them in volume for you to buy.

Only advertising can tell you so much about so many products, yet take up so little of your time.

And advertising assures you of getting the best. For the advertiser knows he must satisfy a well-informed audience. The products he displays in magazines like this *have* to be good to sell.

Today, our even greater flow of product ideas will soon be household words—and advertising will make them so.

Another example of how advertising helps everybody. TIME INC., publisher of LIFE, TIME, FORTUNE, SPORTS ILLUSTRATED, HOUSE & HOME, ARCHITECTURAL FORUM and International Editions of TIME and LIFE.



WEARING HIS MONK'S ROBES, FATHER PIRE STANDS AMONG THE GRAVES OF U.S. WAR DEAD BURIED IN BELGIUM

A Highly Honored Priest

For 42 years, according to the will of Alfred Nobel, Swedish inventor of dynamite, the Nobel Peace Prize has been awarded to the person who "shall have most or best promoted the fraternity of nations." It is now one of the highest honors of mankind. This year the man so honored is a self-effacing Belgian Dominican priest, Reverend Dominique Pire, 48.

A strapping, vigorous veteran of Belgium's World War II underground, Father Pire has devoted his last nine years to helping the hundreds of thousands of destitute refugees from Communism living without hope or future in Europe's refugee camps. They are

the aged, the sick, the deserted mothers, people with prison records—those prevented by law from emigrating to new lives in other countries.

Through his organization, Europe of the Heart, Father Pire has supplied 15,000 unfortunates with "godparents" to give aid and comfort. For the aged he has built four large homes. In his other housing projects called "European villages," national groups can form self-respecting, independent communities. When Father Pire heard the news he was grateful not only for the honor but for the cash—the \$41,420 prize money would build him two more villages.

CONTINUED



New way to treat ATHLETE'S FOOT FAST!

Now you can treat contagious Athlete's Foot infection without touching it! No mess . . . no drip when you use this handy, new Dab-o-Matic applicator bottle.

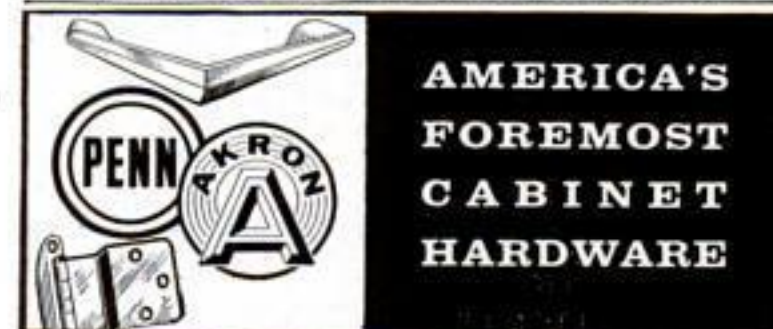
At the very first sign of raw, red cracks between your toes, maddening itch, or peeling skin, dab on Absorbine Jr.

Laboratory tests in test tubes showed Absorbine Jr. killed 100% of Athlete's Foot fungi in less than 5 minutes!

Get Absorbine Jr. in its new applicator bottle today. Only 60¢ at all drug counters. W. F. Young, Inc., Springfield, Mass.

Absorbine Jr.

America's No. 1 Athlete's Foot Relief



STOMach gas?

GET TOTAL RELIEF FROM EXCESS STOMACH ACIDS IN SECONDS!



TUMS ARE ECONOMICAL—3 ROLLS ONLY 25¢

STICK WITH

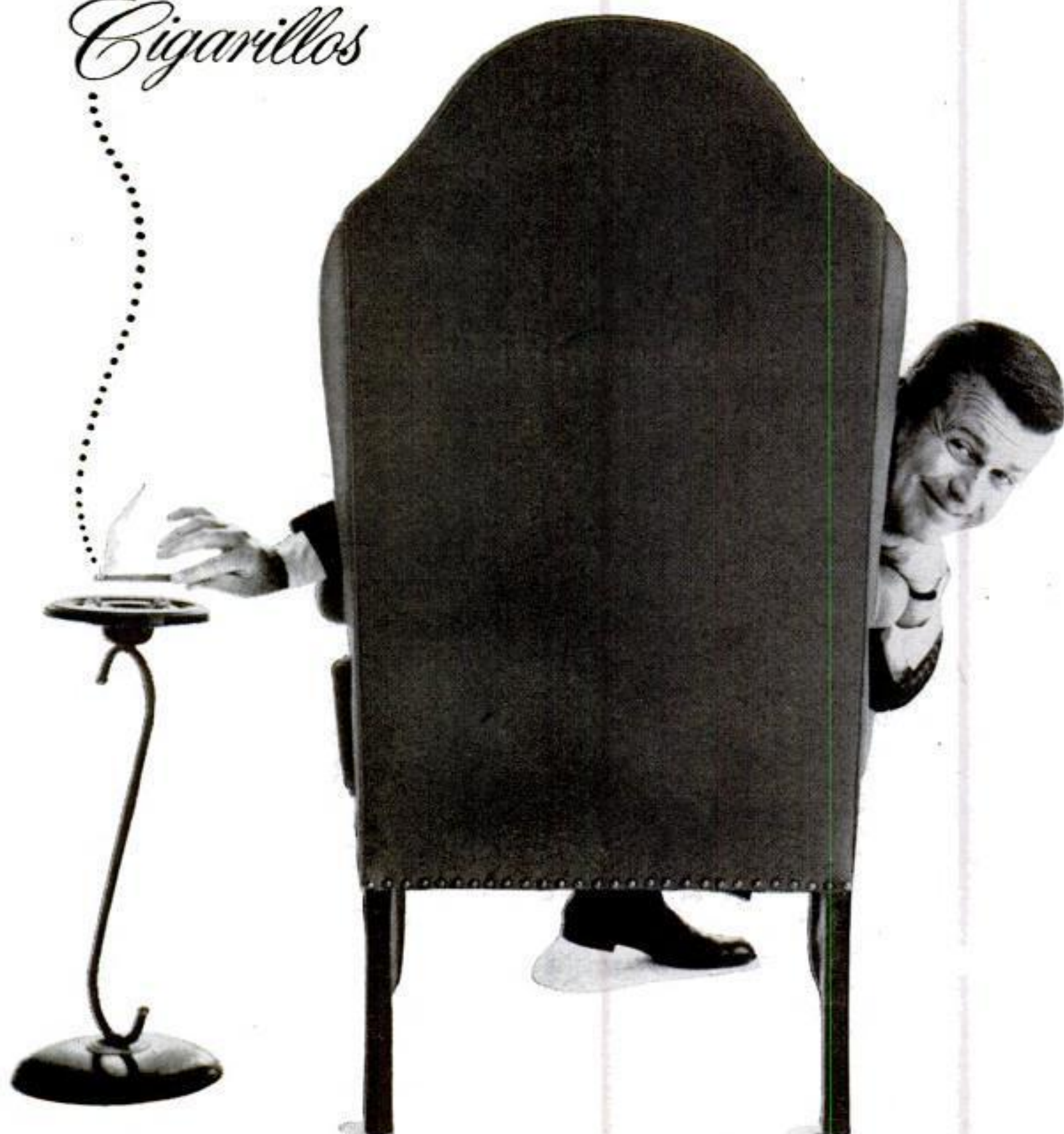


TAPE AND GLUE

Light
and
mild
as
a
cigarette...
mellow
and
satisfying
as
a
cigar...
the
best
of
both
rolled
into
one...

**Robt.
Burns**

Cigarillos



Light up, sit back, and enjoy a Robt. Burns Cigarillo—America's favorite

Change-of-Pace smoke. Just 5¢ each and in handy crush-proof five-packs.

PEACE PRIZE CONTINUED



TOUCHING GRATITUDE lights face of elderly Polish refugee as she talks through car window to Father Pire who built home for aged where she lives.

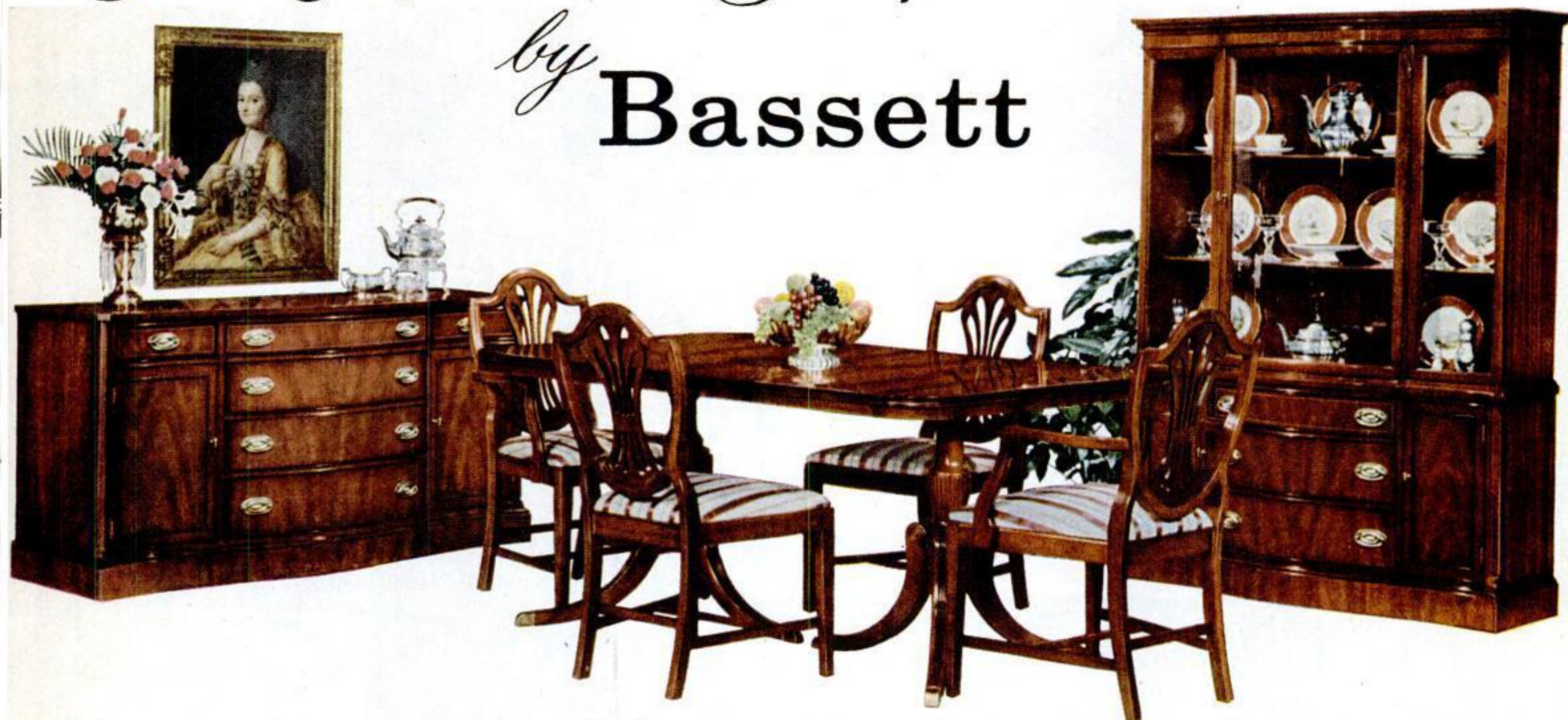


SYMBOLIC SEEDLING from German concentration camp where Anne Frank died is planted by Pire in Huy, Belgium as neighborhood children watch.



ADMIRING FRIEND, French ex-premier Robert Schuman, helps Pire open "village" named for Protestant Albert Schweitzer, Peace Prize winner in 1952.

The Monticello Group by Bassett



From America's rich past . . . furniture for now!
Lovely . . . so easy to own!

Usher in the festive holidays ahead in a setting that speaks of America's traditional past—with Bassett's beautiful Monticello Group. Here's lovely furniture that revives memories of families like your own who made the richness and generosity of Thanksgiving and Christmas a part of their heritage.

Eleven major dining room pieces include four different dining tables and four chair styles. Among eleven bedroom pieces are four-poster beds and a delightfully feminine dressing table. In addition,

Monticello offers a varied group of Occasional Tables for your Living Room! All pieces made with carefully matched African Mahogany veneers in a glowing mahogany finish. Fifty-five years of furniture making stand behind this Bassett group. And its price makes it so easy to own.

The Monticello is being shown in furniture and department stores all over the country. See it now, or send 20c for an attractive set of booklets to Bassett Furniture Industries, Dept. M, Bassett, Va.

Over fifty Bassett modern, traditional, and provincial suites to choose from. Prices range from \$149 to \$399 for either bedroom or dining room suites.



Extensible Steelslides on dining tables—won't sag—open smooth and easy in any climate.



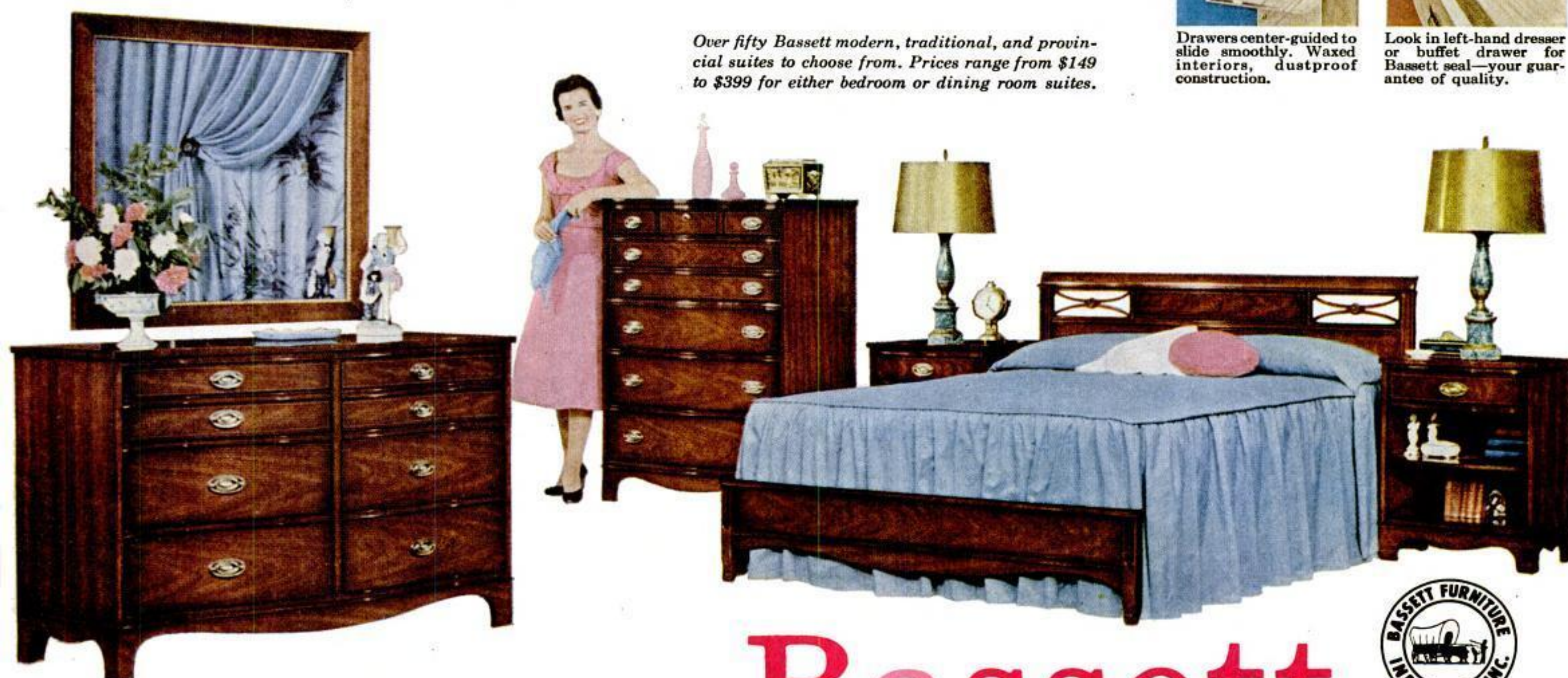
Hand-rubbed high-gloss Grand Rapids "Guardman" finish. Pittsburgh Plate Glass mirror.



Drawers center-guided to slide smoothly. Waxed interiors, dustproof construction.



Look in left-hand dresser or buffet drawer for Bassett seal—your guarantee of quality.



World's largest manufacturers of bedroom furniture

Bassett



Bassett, Virginia

1959 EDSEL



A lot less gas goes a lot more miles!

Makes history by making sense

An exciting new kind of car! Beautiful—and beautifully efficient. Built to last.

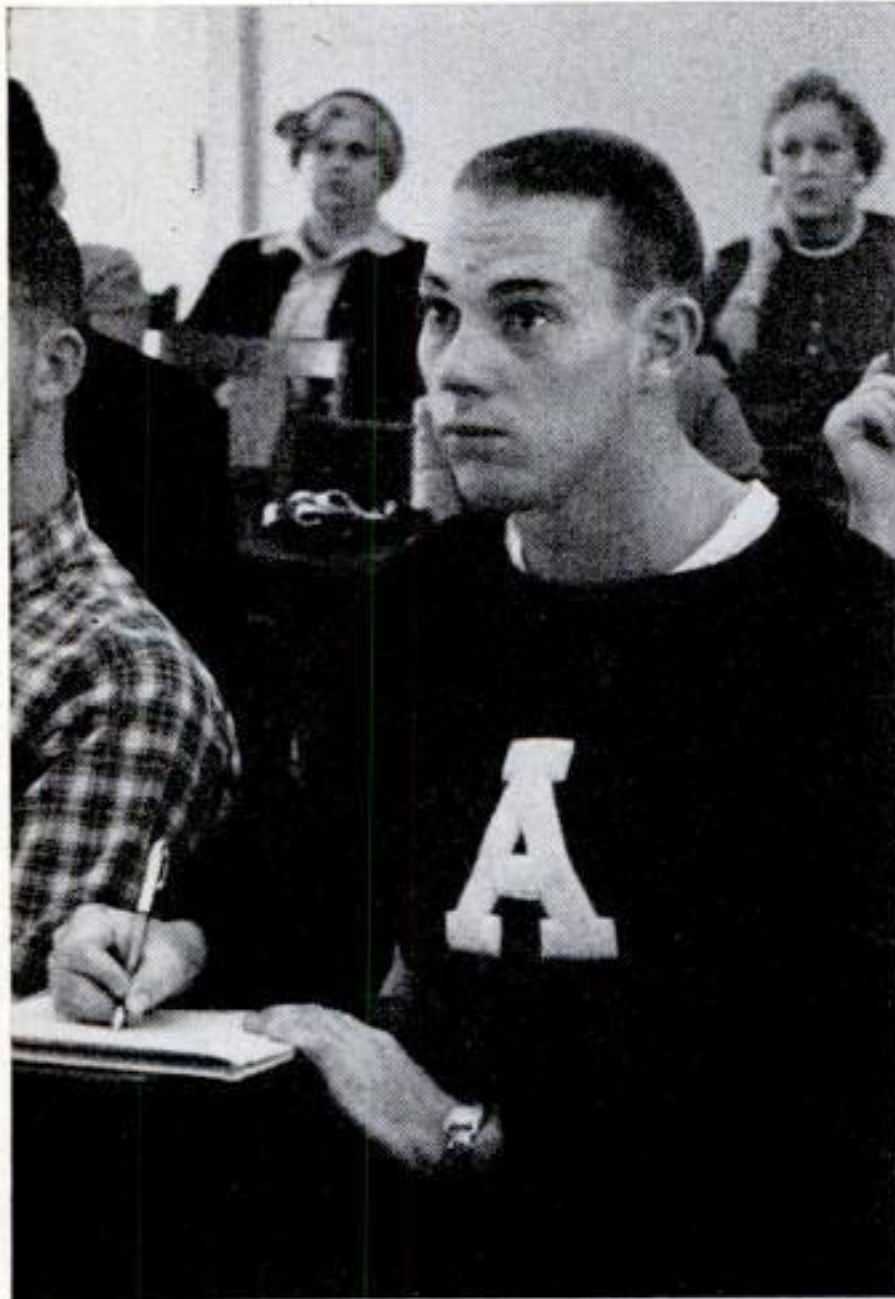
Right power. Right length. And Edsel is priced with the most popular three!

You'll like everything about the '59 Edsel because everything about it is *right*. It's styled with the solid distinction of much more costly cars. It's roomy. Six adults ride comfortably—yet its compact 120-

inch wheelbase fits any normal garage. And it's powered to save. Your choice of four new engines not only includes a thrifty six but a new *economy* V-8. It's a high-spirited, high-compression engine, but it

uses *regular* gas and wrings big mileage from every ounce. Best news of all—Edsel is actually priced with the most popular three—Ford, Plymouth and Chevrolet!

EDSEL DIVISION • FORD MOTOR COMPANY



GAME-DAY CLASSES cannot be skipped by Amherst players. Here back Bob Wood studies history.



CASUALLY DRESSED BAND at Amherst leads parade around the campus after a pep rally where

youths cheered and sang fight songs as lustily as students at schools where huge rallies are organized.

Good Time in the Small Time

These weekends in late autumn, college football is at a fever pitch. In the bigtime leagues, tens of thousands of eager spectators are crowding multimillion-dollar stadiums to see deadly serious, semiprofessional college athletes do or die. The bands play. The crowds grow frantic. The scores make national headlines.

At the same time, at hundreds of smaller colleges like Amherst (shown here), the same game is being played. The scores, however, are known mainly to the alumni, the bleachers are apt to be portable and the players are primarily students. But in the smaller colleges everyone—even the player—has plenty of fun.

At Amherst students keep football in its place. "We're five deep on the string quartet," says President Charles Cole, "but every football player has to learn two positions." No physical education majors are allowed at Amherst, there are no tutors for football players, no training tables, and when labs interfere with football practice the labs come first. "I did tell the players," says Coach John McLaughry, "that they ought to try to make it out for a half hour of practice on days they have labs." No one worries about gate receipts. "If attendance drops off," says Cole, "we just won't put up some of the stands."

But in its easygoing way Amherst takes the game seriously. Old grads thrill to the strains of the alma mater and cheerleaders cavort on the field. The players give everything they have to win and at game's end it is even easier for girl friends to run out on the field (*next page*) and tell the winners how well they played.

CONTINUED



GAME-EVE SING is joined by football players who are not segregated in special training quarters.

TAILGATE PICNICKING is popular with spectators watching the team warm up with calisthenics.





POST-GAME PLEASANTRIES are exchanged on field by end Joe Moriarty and family friend, Mrs. Edward O'Brien. Standing beside Joe is his girl friend,

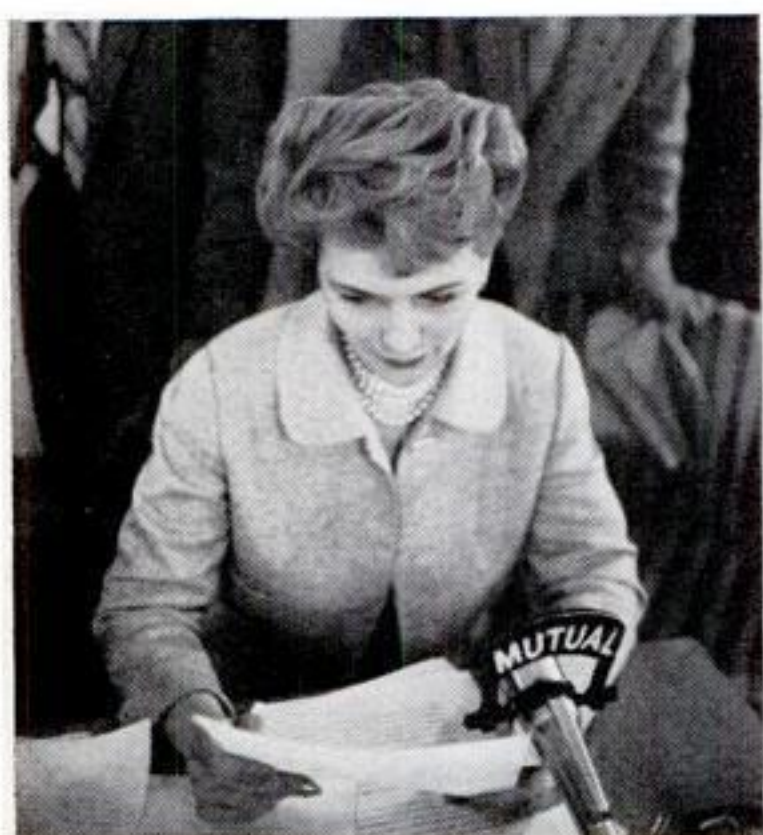
Betty Stoneburner, who rushed out at the final whistle. "We thought you did beautifully," said Mrs. O'Brien. Amherst won over Coast Guard Academy, 50-6.



Fashion expert Anita Colby must always reflect styles she reports; here she interrupts busy, editorial day for quick fitting.



To interpret financial news for her women readers, Anita questions Chairman Edward Werle of the New York Stock Exchange.



Lecturer and broadcaster, Miss Colby writes of current scene and discusses it on national network program.



PHOTOS: BRUCE DAVIDSON

Former model now news editor, Anita Colby covers an important fashion show at New York's Waldorf-Astoria. She began her career as a cover girl, branched out as Hollywood executive and publicist, wound up as a penetrating observer—and colorful interpreter—of the national and international scene.

Glamor is something you work at

One of America's best-known fashion photographers once told me that of all the thousands of beautiful women he had photographed in a lifetime, only a handful could be described as glamorous. The difference, he said, was in the wider range of interests the latter had developed.

Capturing and keeping the elusive quality known as glamor, it seems to me, requires more than beauty care and constant grooming. A woman must also keep her mind trim.

Four rewarding careers—as a fashion model, Hollywood film executive, publicist and, today, newspaper editor and columnist—have given me ample opportunity to observe the truth of that.

Every really glamorous woman I've met has the quality of intellectual curiosity. She's concerned with beauty and fashion, of course; but she's also deeply interested in world events, in other people, even the stock market. She reads, listens, inquires—and her conversation reflects it.

My own personal ally in the task of keeping informed on a wide variety of subjects is *LIFE*. In its pages each week *LIFE* offers me a chance to see—almost while they're happening—the biggest events of each week in great, graphic news pictures, helping me to continue widening my range of interests despite a work-filled schedule.

Today, as president of Women's News Service,

it's essential for me to be up on anything in the world that interests women and, believe me, that covers just about everything. In a dynamic, creative business such as mine, I find the pages of *LIFE* most challenging and rewarding.

All these things make *LIFE* more important to me than ever—important to me as a newspaper-woman, but even more so, as a woman. I wouldn't miss an issue for anything.

Anita Colby

LIFE

9 Rockefeller Plaza, New York 20, N.Y.

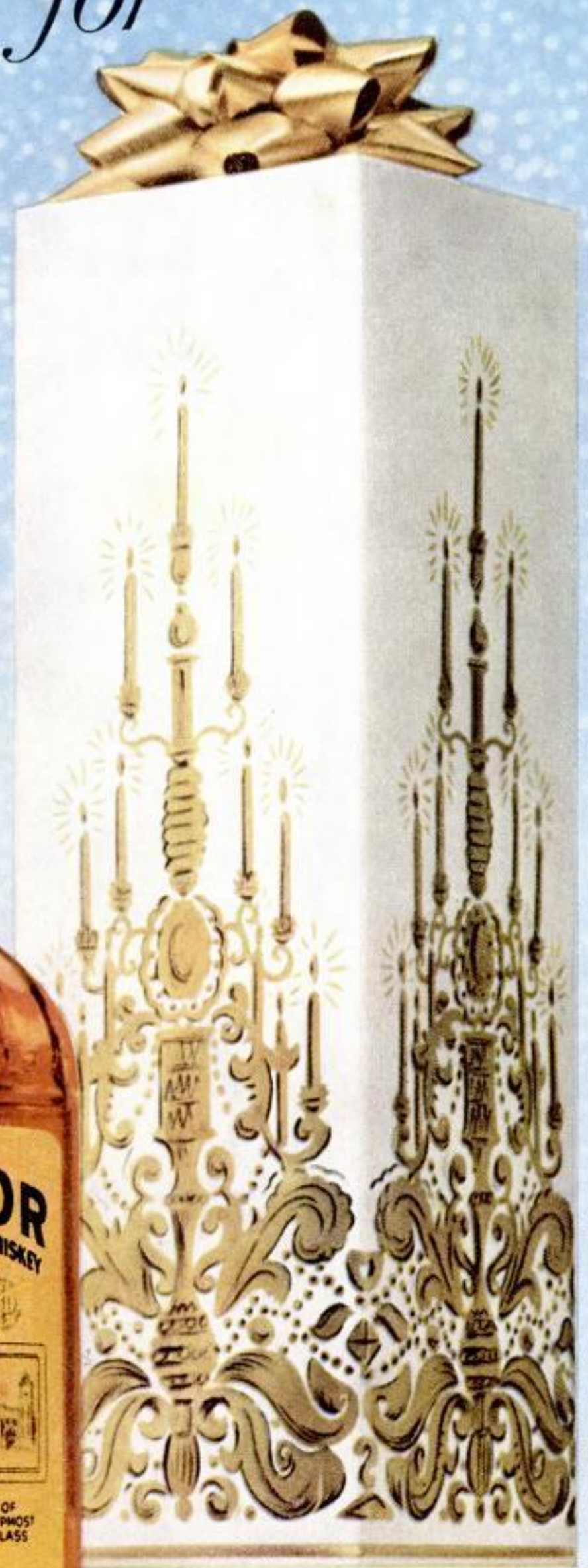
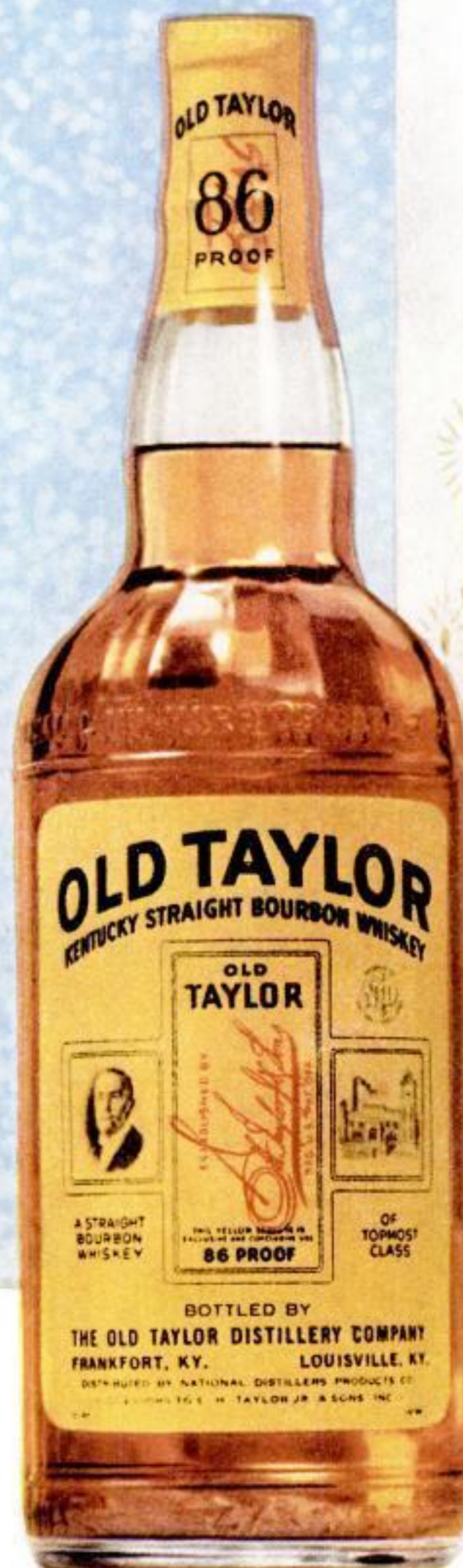
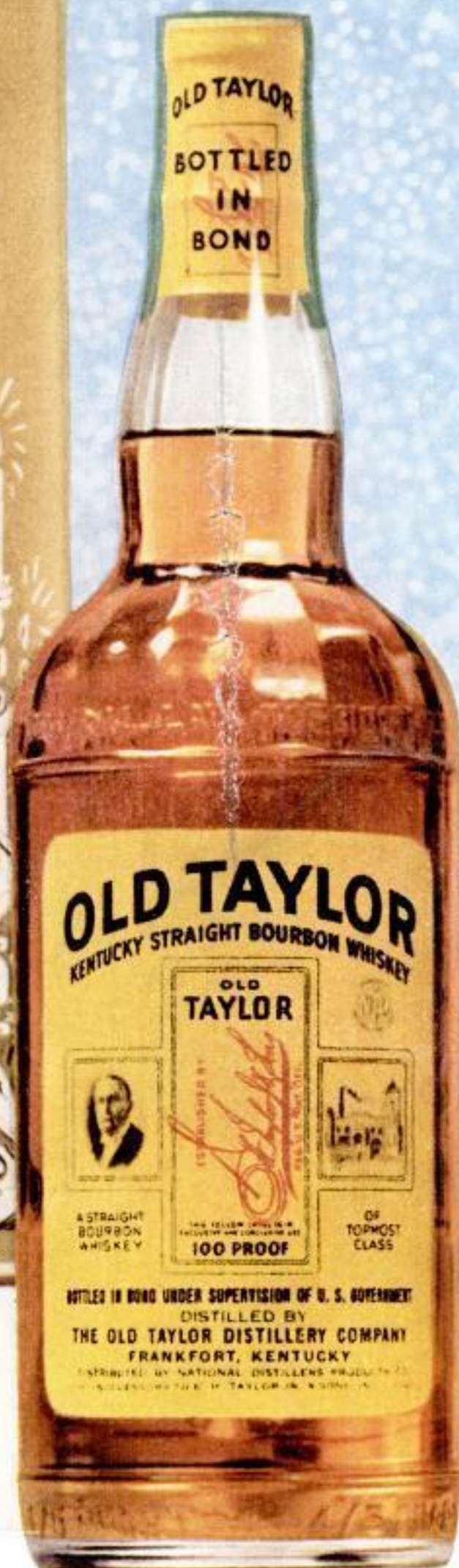


A HANDY MANHOLE

When a pair of hands that appeared to be disembodied reached up out of a hole in the middle of a busy street it looked as though Norfolk, Va. was in for a visit from the nether regions. The hands belonged to Leon Smith, who was sitting in his house when he heard "a big thump" as a city bus went by. He ran outdoors, discovered a deep hole in the street. Later

when Smith crawled down in the hole he found it was 10 feet deep and that by standing on a ledge near the bottom he could just barely reach the top. Neither Smith nor the highway department, which filled it up the next day, was sure how the hole got there. They figured there must have been an old cistern or an abandoned manhole where the street collapsed.

*Two great Kentucky bourbons
superbly wrapped for
holiday giving*



*No waiting for gift-wrapping
—no extra charge*

*This year give
holiday cheer...*

THE THOUGHTFUL GIFT
OF PERFECT TASTE

Giving Old Taylor is a most generous and thoughtful way to express best wishes to good friends at holiday gift time! For those who like all the rich, deeply mellow flavor Kentucky bourbon can offer, give 100 proof bottled in bond Old Taylor. For the same quality in milder 86 proof, give Old Taylor 86—lightest *full-flavored* bourbon you can give. Both come luxuriously gift-wrapped for the holidays. Give them with confidence that they will be most gratefully welcomed.

**Old
Taylor**

"THE NOBLEST BOURBON OF THEM ALL"



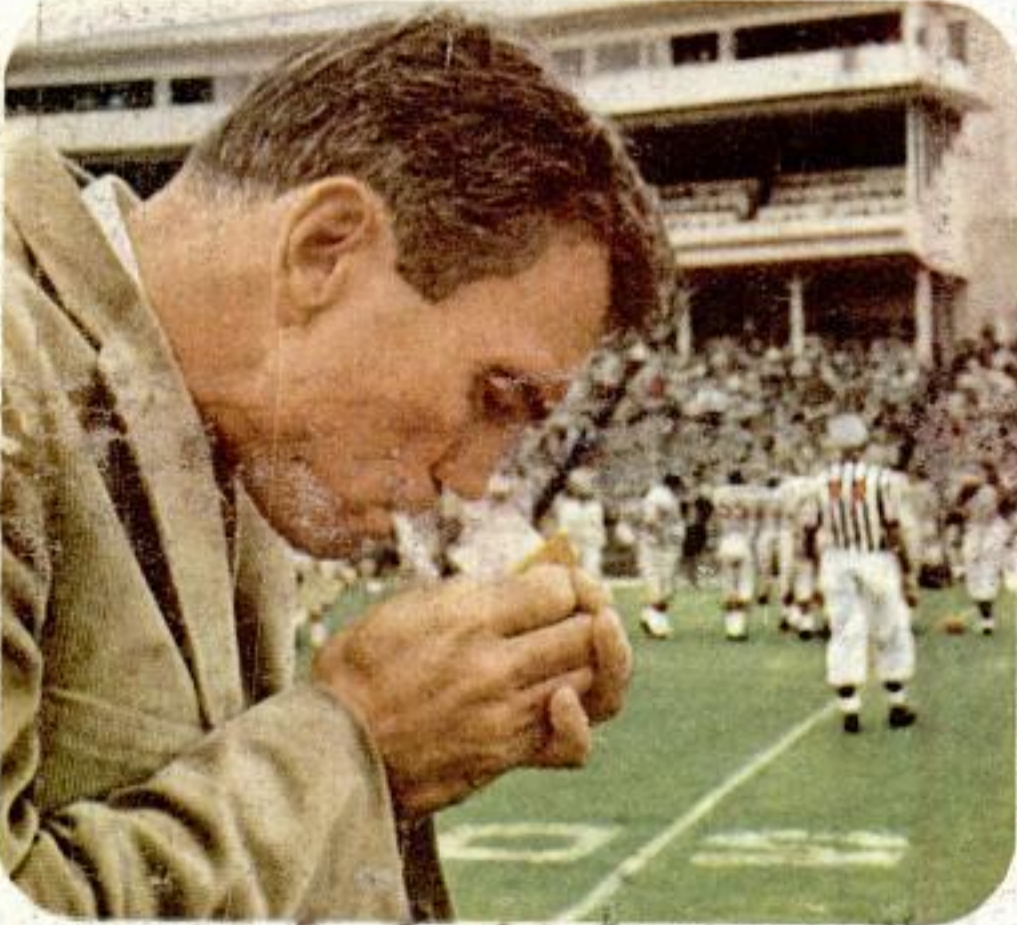
KENTUCKY STRAIGHT BOURBON WHISKIES • 100 PROOF, BOTTLED IN BOND • 86 PROOF • THE OLD TAYLOR DISTILLERY COMPANY, FRANKFORT & LOUISVILLE, KENTUCKY • DISTRIBUTED BY NATIONAL DISTILLERS PRODUCTS COMPANY

MEN OF AMERICA: THE COACH



Live-action shots, Coach Frankie Albert and the San Francisco '49ers, at Kezar Stadium.

Check 'em out on every play—heads up—keep 'em driving all the way! Coaching a winning team you'll find a man...



Stops and takes big pleasure when and where he can... Chesterfield!



Always the top-tobacco, straight Grade-A, the top-tobacco in the U. S. A.

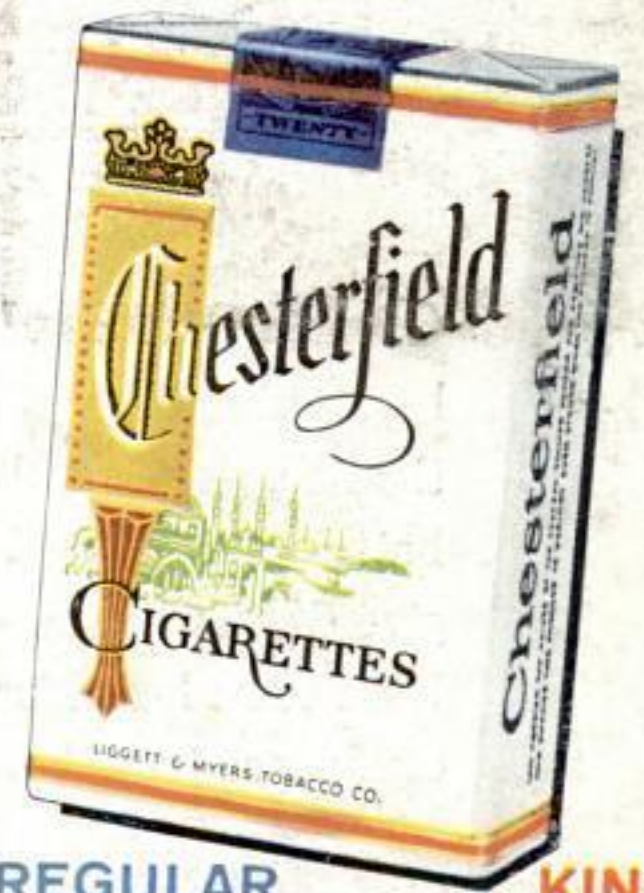


Sun-drenched top-tobacco's gonna mean... You're smokin' smoother and smokin' clean!

When you've earned a smoke—nothing satisfies like the
BIG CLEAN TASTE OF TOP-TOBACCO!

CHESTERFIELD

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